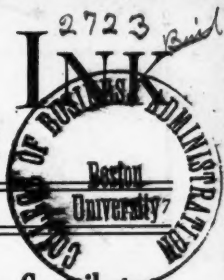


PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CI

NEW YORK, NOVEMBER 15, 1917



Your Opportunity—Your Privilege—Is to Contribute to the \$35,000,000 Fund of the Y.M.C.A. for War Service

THE champion of human hearts in the war zones is the Y. M. C. A.

There is no other instrumentality for service which combines so much benevolence.

It is both father and mother to soldier boys, with its capacity for wise guardianship, and its ministrations infinitely tender.

We know that the purpose of our troops and the troops of our Allies is righteous. These men must keep their faith, their courage, their confidence. It is our dearest wish and sacred duty to help them to do this in order to win. Napoleon said that in war **MORALE** is to other factors as three to one.

Never in all history has there been such illimitable opportunities—*privileges, if you please*—to serve men, to build and stimulate the morale of soldiers.

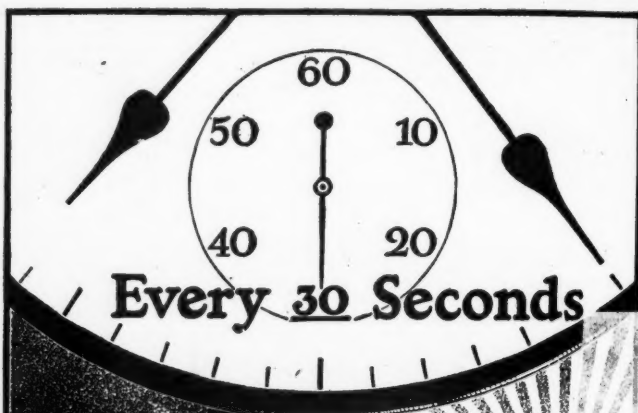
Think of it—tens of millions of men under arms!

A work like that of the Young Men's Christian Association, with its entertainments, its lectures and libraries, its social intercourse and service, and its spiritual appeal, meets a real and pressing need.

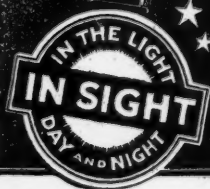
But money must be secured, and secured quickly, for this stupendous undertaking. A fund of \$35,000,000 must be raised for the Association to serve the men of the armies and navies of the United States, and certain of our Allies—Russia, France and Italy, as well as prisoners in camps throughout the war zones. This amount is essential in order to carry on the work between now and July 1st, possibly the most critical period of the war.

To this appeal have been added the voices of military and civil leaders of our country and of our Allies. It has been said

(Continued on page 93)



—a train starts through New York City on the Interborough Subway and Elevated System. Car cards in the cars of these trains are like lighted signs along the great steel highway over which all the active people of New York travel. The population of the Metropolis is nearly Six Million—every day 2,200,000 riders are carried on this System. What would it mean to your product if displayed in colors on signs which journey back and forth through the world's greatest city every 30 seconds of the day and night? 3½c. per 1,000 circulation is the rate. Can you afford *not* to investigate?



ARTEMAS WARD

TRADING AS WARD & GOW

50 UNION SQUARE

NEW YORK

10122
1770
051
1993
1917
v. 101
Nov 15-
Page 27



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CI

NEW YORK, NOVEMBER 15, 1917

No. 7

How the New Excess Profits Tax Affects Advertised Businesses

Will It Create Increased Advertising?—How Good-Will Values Are Regarded

THE publication in last week's issue of PRINTERS' INK of a letter from President D'Arcy of the Associated Advertising Clubs in regard to the relation of the excess profits tax to advertising expenditures, serves to focus public attention upon a subject which has been the matter of keen debate among advertising men during the past few weeks. President D'Arcy's letter, as our readers will remember, expresses in the strongest terms his belief that the patriotism of advertising men and advertising interests will prevent them from taking advantage of the fact that in the law no limit is placed on the amount of money which may be spent for advertising and charged as current expense; and he expresses confidence that no attempt will be made to escape payment of a just proportion of the tax by heavily increased expenditure for advertising.

Every right-minded advertising man must be in absolute accord with the terms of President D'Arcy's opinion, and share his belief that this is no time to hide behind the technicality of the law, in order to escape sharing in our just part of the burden which every good citizen must cheerfully bear. Even if there were such a tendency, Congress could put a stop to it promptly, if necessary, by declaring advertising expendi-

tures to be *non-deductible*, and, therefore, subject to tax just as though they were undivided profit. Anything which would tend to weaken our power in the war is not even worth wasting breath about—it must not and will not be allowed to transpire.

There are several aspects of this question which are, however, worth discussing. For example, would it be an act of patriotism to *decrease* advertising at this time, and thus—for a few months at any rate—make the rate of excess profits taxation even greater? Is it not true that such action would have a disastrous result upon the amount of business done, and thus curtail the amount of the government's excess profits tax, in the long run? And again, take an expanding business which would normally at any time in the past have expected to increase its advertising in accordance with the growth of its business: is there any justification for not following the ordinary business procedure in such a case? At what point does increased advertising cease to be a business stimulator, which is an aid to the government through creating larger profits to be taxed, and become an undesirable evasion of the real intent of the law? So serious are these points that PRINTERS' INK believes its readers will find an extended discus-

sion of the excess profits tax of value at this time.

It will come as no surprise to advertising men that a great number of manufacturers of advertised goods are finding this tax by all odds the most serious business problem which is looming up on their horizon to-day. In many cases, the advertised business has grown by slow and logical development from a small beginning, and the capitalization of the enterprise has never been increased to correspond with the growth of the business itself. Hence there appears in many instances to be an amount of profit altogether disproportionate to the capitalization, though this excess is greatly minimized when you take into consideration the large sums which have been spent in the past for advertising and other forms of sales-promotion—sums which the government regards, not as investment, but as current expense. Competent authorities believe that there are hundreds of businesses which will have difficulty in finding the money with which to pay the government. Loans for that purpose will undoubtedly be necessary in many cases.

In order to bring the various important phases of this vital matter clearly before our readers, **PRINTERS' INK** sent a representative to discuss the whole matter with Morris F. Frey, taxation expert for the Guaranty Trust Co., of New York, and a man with a wide reputation for his understanding and knowledge of the relations between government and finance.

"All tax measures are subject to more or less criticism, and the War Tax Law is no exception," Mr. Frey admitted, in answer to a question. "How could it be otherwise? Here you have the biggest piece of tax legislation ever enacted, passed under enormous pressure from people with all sorts of conflicting views. The wonder is that the law is not more ambiguous than it is.

"Take the excess profits section as an example: the bill was drafted in the House committee,

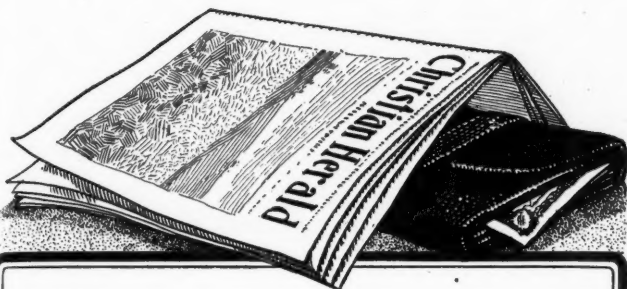
in form identical with the Act of March 3, 1917, now repealed. As this is the richest country in the world, there is little doubt that the bill was drawn with a view to what there was in sight to be taxed, not how the taxing ought to be done.

"Then the bill went to the Senate, and was rewritten on entirely different lines. In this condition it passed to conference, where under the terrific pressure of sectional interests it was torn to pieces, each man trying to avoid laying undue burdens on the wealth of his own community. Then it went to the President. Under such circumstances, how could you expect a perfect piece of legislation?"

EXPECTS CERTAIN ADDITIONAL ADVERTISING

Without in the least endorsing any such action, Mr. Frey believes it is entirely possible that the new law will be responsible for the creation of some additional advertising expenditures. "It is certainly now the purpose of the government to permit the deduction of all legitimate expenses of a business," he stated, "and I can foresee great difficulty if it becomes necessary to rule as to whether any given advertising appropriation is more than it should be to cover adequately the needs of the business. This is especially true at the present time when many businesses are expanding rapidly, and increased advertising appropriations may logically be expected as a matter of common business practice. However, the sound sense and sound patriotism of the business men of the country may be relied upon not to create abnormal increases in advertising expenditure which are excessive. Even if there were a disposition to evade the tax—which I am sure there is not—no business man would want to make a tremendous increase in his advertising unless there were some sound business reason for his doing so."

The experiences of the United States since entering the war



Fully "Covered"

IN BUYING a home, if you are wise, you see that the property is fully "covered" by insurance.

In buying other things you should exercise like foresight. When you buy anything advertised in the Christian Herald your investment is fully "covered." The Christian Herald, like an insurance policy, protects you—makes sure that you get what you pay for—what the advertiser agreed to deliver.

The Christian Herald acknowledges a direct responsibility to each and all of its readers for the statements of each and all of its advertisers.

It's good business to trade where you get this pocket protection—to buy only *insured* merchandise.

The above is the fourth exhibit in the Christian Herald in a plan for bringing its readers to a fuller realization of the benefits to be obtained from buying goods advertised in the Christian Herald. The Christian Herald is renowned for the responsiveness of its readers to advertising. The new series which is being inaugurated is designed to still more forcibly impress the reader with the advantage of patronizing our advertisers.

CHRISTIAN HERALD

74% Circulation in towns under 10,000

Bible House

New York

have so largely duplicated those of Great Britain at the beginning of the conflict, that an examination of the relation between the British excess profits law and advertising in England may prove of interest. The British law on the subject, **PRINTERS' INK** learns, does not mention advertising at all; and, therefore, it left the way open for the same sort of procedure which is expected in this country: increased expenditure for advertising in order to reduce the size of the excess profits tax. However, there was so little action of this sort that it had hardly any appreciable effect. In fact, one British authority consulted by **PRINTERS' INK** states that there were not more than a very few firms which increased their advertising for this purpose. The supply of raw materials and general merchandise upon which the advertisers would have had to depend was so uncertain that they did not care to risk creating a great demand which could not be taken care of. Then, too, a paper shortage acted as a discouraging feature.

WHAT BRITISH EXPERIENCE PROVES

In addition to the excess profits tax, England imposed a special "munitions levy," collected from the licensed munitions manufacturers, of whom there were several thousand in the country. This levy was in itself a very drastic one, and as its terms, also, regarded advertising as a part of current expense, now and again one of these munitions makers would be found spending quite a good deal more in advertising than had been his pre-war habit. In that case, the collectors of the munitions levy discouraged the practice promptly by regarding these excessive expenditures as *non-deductible* and, therefore, taxable. However, even this action was not found necessary very often—a fact that is more remarkable when you remember that among these munitions makers were many manufacturers of products, which before the war were extensively advertised, and

which they were not now permitted to make at all.

These manufacturers, therefore, saw their hard-earned markets slipping away from them due to their inability to deliver goods; and it was only natural that they should want to advertise to maintain their good will until after the war. However, even the men in this plight have only very rarely increased their advertising expenditures enough to justify a suspicion that by so doing they were "beating the tax." An examination of the files of most English newspapers and periodicals reveals, according to a British advertising expert, consulted by **PRINTERS' INK**, that the volume of advertising has been fairly steady throughout the country during the past three years, though as the war progresses there is a slight decline in the total volume of advertising. This is possibly due, in part, to the same fact which accounts for the similar condition in Paris: very often the newspapers in the latter city have had to reject thousands of dollars' worth of advertising, because of the limit on their size and the pressure on their columns.

It is worth noting, in passing, that most taxation experts, like public accountants, believe that money spent for advertising, or any part of it, cannot legitimately be regarded as investment. They hold that in the case of such "intangible assets" as good will created through advertising, the only safe way to handle the matter is to charge the advertising off as current expense, making each year's business take care of itself on that basis. While sympathizing with this point of view, **PRINTERS' INK** would point out that there are some authorities who have no hesitation in placing advertising expenditure among the investments of the business, though each year's expenditure is usually regarded as subject to sharp depreciation in value during successive years.

For example, Paul E. Derrick, an advertising agent of long ex-
(Continued on page 129)

THERE may be a subtle and sure method of judging the advertising value of a publication, *but*, you who are not blessed with second-sight, clairvoyance or intuition, select the magazines for your lists on the basis of circulation, rate and editorial appeal. The "volume of advertising" test is used only by the man who cannot or dare not think for himself. Any real analysis will surely add to your list

THE
AMERICAN WOMAN
CIRCULATION
500,000 Net Paid
GUARANTEED

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York



Which one are you?

THE records of the Hospital for Crippled, in New York City, show that of the new patients admitted over 30 per cent suffer from "arch trouble" or "flat feet." Twenty years ago the number was less than 3 per cent.

Investigations in New York City high schools show the same startling results. In one school a recent report shows 30 per cent of the boys suffering from "flat foot" as against 18.8 per cent ten years ago.

Every indication shows that our feet are not standing up under the stress and strain of modern life.

8,000 times a day our leather shod heels hit the hard city pavements

or floors. Each of these 8,000 little shocks jars a mite of energy from our system.

Added together these separate little shocks, in a two mile walk, would total an impact of 600 tons.

Even when this constant pounding on hard pavements does not result in the more severe forms of foot trouble, there is sure to result a continual waste of energy—loss of physical and nervous strength.

* * *

Whether you are a policeman or a banker, a plumber or a professor, it means much to you that modern invention has met this



emergency by providing a springy cushion for your heel that saves this strain on the entire human mechanism.

How much the O'Sullivan Heel

means is best told by the number of people who wear them. In New York City alone they are worn by 1,449,000—nearly one person in every four.

O'Sullivan's heels supply a very definite human want. People know that they do.

Every article on the market which enjoys a good sale supplies some want. Yours does.

Does one person out of every four in New York know it?



J. WALTER THOMPSON COMPANY
New York

Chicago

Boston

Detroit

Cincinnati

How Fare the Luxuries in War-Time?

The Attitude of the Public Cannot Be Fully Known Until After the War Taxes Become Effective

GOING over the morning mail on Saturday, November 3, one of the business volunteers at Washington received the surprise of the week. It took the form of a letter from a leading manufacturer of cut glass who calmly announced that he had, on his own initiative, decided to close down his plant for the period of the war. There was no hint of slackening demand for the product, no wail over transportation conditions, no intimation of a shortage of raw material—nothing, in fact, by way of explanation, but the flat declaration of the manufacturer that he did not feel that in times such as the present any business man is justified in devoting his resources and his factory facilities to the production of a luxury such as cut glass.

The official who received this letter was prone to rebel at the attitude of his correspondent, or at least to question his business judgment while recognizing his patriotic impulses. He declared that he thought that manufacturer should, before closing down, ask himself very seriously whether his employees can find properly remunerative employment elsewhere, and whether their special talents would fit them for work elsewhere. Likewise, might he ask himself whether his plant is needed for or adapted to war work. Most important of all, argued this executive at Washington, the cut-glass manufacturer and others of his class may well debate with themselves whether they are doing a kindness in discouraging the production and sale of luxuries in war time.

One of the very latest features of Belgian relief in which the American authorities are just now interesting themselves, aims to en-

list the patronage of American women for Belgian lace workers, an undertaking that goes so far as to seek an arrangement whereby American purchases of Belgian lace will be paid for in advance. Thus to encourage luxury production in one quarter and discourage luxury production in general in the United States would manifestly be an inconsistent, if not incomprehensible, attitude. All of which brings us to the premise that American officialdom must have been misinterpreted in much that it has said or is supposed to have said with respect to the consumption of luxuries in war time. Quite so. Indeed, there is already manifest a disposition to hedge.

ONE VIEW OF COMMON SENSE ECONOMY

A leading official of the United States Food Administration has stated to PRINTERS' INK within the last few days that he feels that the Administration would have done much better if, in its propaganda, it had preached the conservation of the specific classes of food that will win the war rather than to have indulged in so much talk in behalf of economy in general. This official, with a newly-cultivated taste, eats for lunch, three or four times each week, a shrimp salad, a dish that he would probably have looked upon as a luxury a few years ago. Now he brazenly declares that not only is a person justified in eating as rich food as his purse will permit, so long as he saves the wheat, the meat, the fats, etc., but he goes further and insists that to pack shrimp for him and those of like appetite who would otherwise forego this delicacy, is sound economy, even if there is a shortage of cans.



Here Are 225,000 Talking Machine Prospects

IN homes where there are young people, the desire to own a talking machine is always greatest. This fact has long been known to talking machine manufacturers. But it is more true today than ever before.

While the war has taken many men from the families, it has bound those who remain into a closer union. The home circle has become the home circle in fact as well as name. This winter, particularly, the people will spend less time in frivolous pursuits and more time at home. The demand for talking machines will increase accordingly.

The clientele of *THE AMERICAN BOY* is being disturbed as little as that of any other magazine in the country.

Every month *THE AMERICAN BOY* goes direct to more than 225,000 boys whose average age is 15½ years. Fully 500,000 boys and their parents read each issue. More than 100,000 readers are between the ages of 16 and 20.

These boys are taking the places of men in many industries. They are wage-earners and money-spenders. Within the last few months their buying power has been doubled. Very soon now, many of them will become the actual supporting heads of families.

Talk to these boys in the leading boy's magazine and results will justify the investment.

Talking machine manufacturers, in particular, will find *THE AMERICAN BOY* one of the most profitable buys on their entire list—*better now than ever before*. And that's saying a great deal.

The American Boy

"Where There's A Boy, There's A Family"

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHY, Manager
200 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. ANDERSON, Jr., Manager
1418 Lytton Building
CHICAGO, ILLINOIS

It needs not, however, the example of this volunteer to attest how faulty is the popular impression that the Food Administration has set its face against all the eatables that are commonly accounted luxuries. On the contrary, the Food Administration desires to encourage all Americans who can afford it to indulge to the limit their taste for most delicacies in order to lessen the demand for the essentials and, in effect, leave the latter for the consumption of the classes of the population that cannot in any event afford fancy olives, superior cuts of canned salmon, nut specialties, etc.

Even the attitude of the national Government with respect to sugar has been woefully misinterpreted. Uncle Sam has urged the public to cut down sugar consumption, not because, as so many people have surmised, he accounts sugar a luxury, but simply because of the inadequate supply. So, too, with candy. The discouragement of candy consumption is not based upon any prejudice against candy as a luxury, but simply arises from the intimate relation between candy and sugar. There is not the slightest objection at Washington to sugarless candy, such as is now coming onto the market from various ingenious substituters. The sole thought is that candy that requires sugar should be restricted for the time being and that such candy of this class as we do produce ought to be reserved in great part for the American soldiers abroad, because it is a well recognized fact that for the men in the trenches candy is both food and drink.

The manufacturer of luxuries or semi-luxuries may be relieved to note from incidents such as the above, that the Government is not going to run amuck in discouragement of luxuries simply because the country happens to be at war, but probably overshadowing all such considerations in his mind is the question of what the people are going to say about it. Are they going to con-

tinue buying luxuries as they have in the past? Or, equally to the point, is the shrinking size of the dollar going to beget a rearrangement of buying habits, presuming that some luxuries are to be purchased but that a choice must be made? Incidentally, recalling that word has gone out from Washington that people are to be encouraged to patronize public amusements in order to divert the mind from war worries, the supplementary question arises as to what effect the intensified spending in this quarter will have on the patronage of other luxuries.

A PRINTERS' INK man spent two days in Washington last week striving to find an answer in cold, hard figures to the above questions. The Department of Commerce was visited, the Research Department of the United States Chamber of Commerce, the Geological Survey, which keeps tab on our output of valuable minerals and precious stones, and half a dozen other arteries where it was thought the luxury pulse might be counted. It was a heart-breaking task. Conjecture was all that many a usually dependable expert had to offer.

BRITISH PURCHASES AFTER DECLARATION OF WAR

Practically the only figures that are to-day worth the perusal of the advertiser who would foresee what is in store for luxuries are those that chronicle what has happened to luxuries in Great Britain under similar circumstances. The United States Bureau of Foreign and Domestic Commerce has statistics aplenty covering imports, and the most recent of these tabulations show an undiminished flow to this country of luxuries, such as silk, furs, precious stones, etc. At the same time it is not safe to be carried away by appearances. We are due to recognize the fact that a considerable portion of these importations were contracted for months ago when the United States was almost the sole rich

(Continued on page 17)

**Day and
Night
Service**

**The best quality
work handled
by daylight**



**One of the largest and most completely
equipped printing plants in the United States**
**Printing and Advertising Advisers and
The Co-operative and Clearing House
for Catalogues and Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (6) Also Printing requiring the same material and workmanship as the above, such as **Proceedings, Directories, Histories, Books**, and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING
(Linotype, Monotype and Hand)
PRESSWORK
BINDING
MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ARTWORK

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you.

If desired, we mail your printed matter direct from Chicago—the central distributing point.

USE NEW TYPE

For Catalogues and Advertisements

We have a large battery of type casting machines and with our system — having our own type foundry — we use the type once only unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

Clean Linotype and Monotype Faces

We have a large number of linotype and monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.

Binding and Mailing Service

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

Let Us Print Your Catalogues and Publications

THE GREAT CENTRAL MARKET CATALOGUE & PUBLICATION PRINTERS

**Make a PRINTING CONNECTION
With a Specialist and a Large and
Absolutely Reliable Printing House**

(Inquire Credit Agencies and First Nat'l Bank, Chicago)

If you want quality—the education and training of our employees concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful. If you want delivery—our plant is equipped with economical, time-saving machinery and is in operation day and night the year around. If you want the best price—our unusual labor-saving material and equipment enables us to make exceptionally low prices on our specialties. Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself

Proper Quality — Quick Delivery — Right Price

We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.
(We are strong on our specialties)

ROGERS & HALL CO.

Polk and La Salle Streets CHICAGO The Great Central Market
Wabash 3381 TELEPHONES Auto. 52-191



Cooing and chuckling in a way that clearly says, "I'm feeling just the bestest ever," dimpled Baby Jim gives Mother to understand how keenly he appreciates his pleasant bath with "Packer's."

The thick, creamy lather keeps his tender skin healthfully soothed from fretful rashes. He never knows the itching and the irritation caused by chafing—thanks to the soothing coolness of Packer's Tar Soap.

Little Son's contentment means contentment for Mother, for she knows that "Packer's" is not only

refreshing to his skin but good for his scalp—good for the tumbling shock of hair that will be his.

For Baby's Bath

"No mother who has ever used Packer's Tar Soap for her babies would willingly do without it. I prefer it to all others for removing scurf or dandruff from the baby's head and in relieving the itching and irritation caused by chafing."

Christine Terhune Horrell
in "Cradle and Nursery"

If you are not using "Packer's" for your baby, send 10c for sample 'hull-cake. You can use it, too, for your own shampoo.



Free, our Manual "The Hair and Scalp—Modern Cure and Treatment," 36 pages of practical information.

PACKER'S LIQUID TAR SOAP
delicately perfumed, cleanses delightfully and retresses the scalp—
keeping the hair soft and attractive. Liberal sample bottle 50c.

THE PACKER MANUFACTURING CO. Dept. 8714, 21 Fulton St., New York City

PACKER'S TAR SOAP

(Pure as the Pines)

As advertised by

THE PACKER MANUFACTURING CO., New York
and BLACKMAN-ROSS COMPANY, New York

"You cannot begin too early"

ADVERTISING men are great travelers. Those who class Packer's Tar Soap as an old and valued traveling companion have found that they could buy a cake as readily in any Jerk-water general store as from any dealer in their Home City.

Many advertisers have wondered how this almost perfect distribution was secured.

The Packer Manufacturing Company say that the secret of this distribution is as simple as the old English gardener's way of growing a perfect lawn.

You doubtless remember the story.

BLACKMAN-ROSS COMPANY

Advertising

95 Madison Avenue

New York

NEXT WEEK:

*"About your five
lucky brothers"*

An industrious and unusually careful student of traced-results sales discovered that The Farm Journal not only brought more sales for slightly less than any other publication of large circulation, but that the volume of sales was \$2000.00 more than any other paper showed per year.*



*This advertiser uses a big list of papers, perhaps a hundred. His results cannot be made public, nor will we tell his name, but we will gladly apply his successful methods (in principle) to other businesses.

open market left to the luxury producer. Special considerations, too, have induced spurts in imports, as for example, the scramble to bring in foreign liquors before the ban was placed on this traffic.

By and large the feeling in Washington, in the absence of comprehensive figures covering the domestic commerce of 1917, is that as yet there has been no falling off in the American consumption of luxuries, but rather, if anything, an increase in certain lines. However, all the specialists want to reserve judgment as to the permanent war attitude with respect to luxuries until the pressure of the new taxes has made itself felt. It will not be until after December 31, 1917, that the American buyer of luxuries will feel the actual impact of the new tolls. During the next two months he may have his buying enthusiasm temporarily dashed when confronted with a tax-inspired advance in the prices of player pianos, jewelry, cameras, sporting goods, etc., but it will be only after he has felt the full blow of the new income and excess profits taxes that it will be possible to estimate the effect upon his scale of living.

The shrewdest observers at Washington of trade movements, in expression this week to **PRINTERS' INK**, are pretty well agreed that there can be no universal answer at any time to questions as to how well luxury buying will hold up. It is declared that a manufacturer of luxuries, calculating what is in store for him, must balance two elements, one against the other. The specialists who have been studying this question map it out somewhat in this wise.

Inevitably the professional class or the salaried class in America who have heretofore been buyers of luxuries must buy fewer luxuries in future. They will not cut themselves off from all the comforts and conveniences to which they have been accustomed, but they will perforce pick and choose, and probably they will

ponder longer before making a purchase, which means that more intensive follow-up will be necessary to close a sale. The reason for this state of affairs is, of course, found in the well recognized fact that salaries, generally speaking, have not increased in this country nearly so rapidly as wages. In many, many instances salaries have not increased at all.

MARKET AMONG OPULENT WAGE EARNERS

The question which, as official Washington conceives it, every manufacturer of luxuries will be called upon to answer out of his own special knowledge of his business, is whether the contraction thus to be anticipated will be equalled or outbalanced by the new demand for luxuries arising out of the prosperity of the wage-earning class—that great army of artisans who with average earnings of less than \$2.50 per day were restricted in the purchase of luxuries, but who will know no such limitation now that they receive pay ranging from \$5 to \$12 per day. Any seller of goods who can recall the luxury indulgences of the steel rollers in the days when a boss roller in the Pittsburgh district could clean up \$35 to \$50 per night may have a bead on what is to be expected from the carpenter engaged on cantonment construction who, by working Sundays and overtime has been getting from \$70 to \$90 in his weekly pay envelope.

It has been suggested to **PRINTERS' INK** that probably the newly-recruited army of American luxury buyers may create a demand for new classes of luxury products or rather for new patterns, fashions and models. That at least has been the experience in England. The theory is advanced, for example, that in almost all lines of articles of personal adornment the new demand may be for articles rather more ornate than would have caught the fancy of the majority of luxury buyers in days gone by. Another made-in-Washington suggestion that is passed along to manufacturers

for what it is worth, is that manufacturers of luxuries will do well henceforth to give very special attention to the feminine contingent of the consuming public. Vast numbers of American women who have never heretofore known any measure of financial independence are now obtaining wages in excess of what were paid to men for the same duties a few years ago. How rapidly we are following Great Britain's example in this respect is indicated by the fact that 12,000 women industrial workers are employed in one new plant in New England. And meanwhile the women who were already engaged prior to the war in gainful occupations have, of course, profited by the wage increases that have been going round.

One influence that is recognized at Washington as likely to have important bearing upon the luxury situation in the United States is the evident determination of many manufacturers to keep their luxuries on the map for the sake of the good will. What is meant may be illustrated by the situation in the automobile industry. In the United Kingdom the production of pleasure cars has practically come to a halt. Indeed, a car owner may not use his car except in emergencies, such as to make response to a summons to the death bed of a friend or relative. In America, on the other hand, there are automobile manufacturers who might obtain Government contracts that would require their entire factory capacity, but who prefer to continue for the sake of their market and their name, the output of pleasure cars, although a reduced output. These manufacturers feel confident that they can sell all the cars they can turn out. They are convinced that the drastic restrictions upon the use of liquid fuel which have hobbled the European motor industry will not be invoked here, and they are willing to face all the problems of material and labor in order to be insured a flying start after the war.

Official "Victory Bond" Advertising in Canada

The advertising for Canada's "Victory Bonds" is on a different footing from the Liberty Loan advertising in the United States. Copy which recently appeared in Canada is signed by "Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada," and appears in national mediums as well as locally. The current copy is explanatory in character, showing just why loans as well as taxation are necessary in raising finances for the war burden. "Why does Canada sell Bonds to help finance this war?" the copy asks, and answers itself: "Because that is the least burdensome, most expeditious and fairest way of raising money. If Canada were to raise by taxation all the money required the economic burden on the people would be unbearable. . . . Victory bond financing spreads the repayment of the bonds to the rising generation and the next generation, so that this generation which is doing all the fighting, suffering most of the privations caused by the war, will not have to do all the paying."

"Generations yet unborn will reap the harvest of freedom this generation is fighting for, and it is only fair that a portion of the burden of paying the tremendous cost should be borne by the future beneficiaries."

"But your money is *not tied up*. Buying a twenty-year bond does not mean that your money is locked up for that term. You can *sell* Canada's Victory Bonds at any time. There will be a market for them every business day in the year. And they will undoubtedly be worth *more* than their face value after the war."

Two New Accounts of Hoyt's Service, Inc.

The Cleveland office of Hoyt's Service, Inc., has secured the advertising account of the Printz-Biederman Company, of that city, manufacturer of women's garments.

This agency has also secured through the Cleveland office the account of the Billings-Chapin Company, located in Cleveland, a paint manufacturer. A few paint specialties will be advertised in a magazine and newspaper campaign.

Comrie Joins Thielecke Agency.

Frank M. Comrie has joined the Thielecke Advertising Company of Chicago as vice-president. He was formerly a member of the firm of Vanderhoof & Co. of that city. Before joining this company, he was for a number of years with the Chicago office of the J. Walter Thompson Company.

"Vogue" Makes Appointment

Maurice A. Kimball has been appointed New York State representative of *Vogue*. He has formerly handled New York City accounts.

Consumers' Aid Enlisted in Fight Against "No Package" Edict.

Canadian Food Controller Stands Pat and Is Apparently Winning Converts

By Harold C. Lowrey

THE retail trade of Canada are organizing to fight the Food Controller's recent order prohibiting the sale of package cereals in containers under twenty pounds in weight. Petitions are being circulated, by the grocers and other tradesmen affected, among their customers for signature. These petitions are to the effect that they—the consumers—strongly object to the "no package" order and affirm that packages do not unduly enhance the cost of the foods therein; that packages are desired because of their convenience and economy; and purchasers have always been able to buy many articles in bulk, but prefer packages.

The retailers are putting forth strenuous efforts to have the order rescinded or modified. They are being encouraged and supported by the cereal manufacturers, many of whom will be forced out of business if the ruling is sustained. So far the package interests have won two time concessions. Two weeks ago the Controller granted an extension of one month to both manufacturers and the trade; last week he made a further concession of another month, so that the time limit for the disposal of the manufacturers' stocks will be December 31st, and January 31st in the case of the retailer. It is likely that a further extension will be granted, as it is necessary to conserve the food now in packages.

So far the Controller has had the better of the argument, and as things appear at this writing it is quite likely that no radical change will be made in the order, for it is his evident intention to prohibit the sale of all forms of cereals which do not give the consumer fair play in the matter of the spread between the cost of the

raw grains and the finished cereal. The Controller does not hesitate to admit that *some* cereal manufacturers will have to close down, and further, that they will suffer huge losses. He takes the position that it is better for a few to lose than for a great many to lose. He is putting the issue strictly up to the package cereal makers. In those cases where the manufacturer has been able to meet the Controller on the level of "the Nation's Need" and to prove that their product is being sold *in packages* on an equality with *bulk* there has been no hesitation in the arrangements for licenses permitting the continuance of the sale under former status.

ONE PACKAGE-GOODS MANUFACTURER SURRENDERS

Much ill-advised and undiplomatic criticism has been hurled at the Controller by the package interests, and it is only human for the Controller to resent such. Some of the cooler heads are beginning to see a new light and are becoming more favorable to the ruling as a war measure. One package manufacturer, who, by the way, is hard hit by the ruling, has been reluctantly converted to the Controller's viewpoint and has turned right about and is now shaping a new course; selling bulk goods instead of his widely advertised package lines. He admits that the only arguments presented by the package men were the "we stand to lose" talks which evaporate into pure selfishness when placed alongside the sacrifices made at the battle front.

This manufacturer goes further and expresses the opinion that a season of "bulk" trading, providing the period of such en-

forcement does not become too extended, will be the best thing that could happen to the package-goods-trade. It would bring home as nothing else could the great convenience and desirability of the package to both the trade and the consumer. He blames the retailer to a great extent for the present attack on packages, pointing out that the retailers have been constant opposers of the package and have only accepted it when the pressure brought to bear upon them by both the maker and the consumer has overwhelmed their power of resistance. The Controller's order has forced the retailers into the camp of the package men and today we find the retailer's official organizations aggressively advocating advertised package goods. It was just a year or so ago that these same organizations brought out their own private branded packages in opposition to the advertised lines.

Some of the cereal manufacturers find themselves confronted with their own advertisements. One case in point is that of Kellogg's Corn Flakes, which in a recent advertisement said in a large attractive headline, "Help the Food Situation by Eating More Corn," and then down in the body of the advertisement it got in deeper by saying, "Patriotic housewives seeking foods that are tempting and inexpensive, find that Kellogg's costs less than a penny a serving." The Food Controller now comes along and says: "That's right, but we must go further now—we must conserve corn; you're patriotic enough to help us, and we expect you to practice what you preach."

Sidestepping such an argument is a tremendous feat in ordinary times, but to-day, when patriotic fervor is at white heat and the ultimate authority comprises the opposition, it is a diplomatic accomplishment that few, if any, can achieve. When one publicly advocates the curtailment of the consumption of wheat and wheat products because of the nation's and its allies' necessity, it becomes

a necessity to advocate a similar procedure when the nation demands conservation of corn. That is the unenviable position some cereal advertisers have found themselves in in this crisis. This indirect "knocking" of competing products is coming home to roost and is having the effect of opening the eyes of thoughtless copy writers.

ADVERTISING PROPOSED TO SHOW NEED OF SALESMEN

The Food Controller has been the target of so much criticism as well as the recipient of so many requests for the abolishing of this and the changing of that, that were a fraction of these requests to be put into force the whole commercial fabric would be demolished. One movement that has gained considerable strength is the cry for the abolition of the middleman beginning by the prohibition of outside salesmen. To counteract this foolish and destructive propaganda it is now proposed that the Food Controller employ advertising to set the public right about the necessary machinery of commerce. Copy along this line is suggested: "You want commercial travelers abolished. All right, we will prohibit such solicitation. Now what about your job?" And then go on to tell what would happen were such a measure put into force. A few advertisements of this kind would be of inestimable value, as it would have the effect of enlightening the public upon the fundamentals of business, bringing them into closer co-operation with the objectives of the control of foods and eliminating unjust criticism. It is not improbable that such a campaign will develop.

To-day the cereal trade is in a chaotic condition with corn flakes, Shredded Wheat and kindred lines on the verge of banishment and with public opinion being slowly but surely swinging over to the Food Controller. Why the package men have not used advertising to counteract the edict remains unexplained.

Every Manufacturer Makes This Product—None Can Ever Be Over-sold On It

Whatever else a concern may produce, whether it be steel billets, electric motors, automobiles, pins and needles or what not, there is one thing which all are making in common every day.

That product is *public opinion* among buyers.

There is scarcely a single action of the company or any of its representatives that does not add to or subtract from the quality of esteem, confidence or good-will in which the company or its goods are held by the persons (whether many or few) who are or may become customers.

No seller of goods can by any possibility escape this manufacture of opinion in his public.

He cannot escape its consequences.

He *can control the quality* of that opinion in two ways: First, and most important, through his *acts* in making his policies, service, quality of product and personality bring superior satisfaction to those with whom he comes in contact.

Second, by *interpreting* those policies, services, qualities and personalities to his whole field of possible customers. By projecting the value of these things so that all possible buyers may see, *understand* and appreciate them. This can be most effectively done by intelligent advertising.

The concern that endeavors to direct and control public opinion towards itself and its products should clearly bear in mind the following fact.

Public opinion is a continuous force. It never lets up its pressure. It grows increasingly helpful or hurtful according to the degree to which it is enlightened or neglected. It is always changing for better or worse. It never stands still.

Its influence on a business is not affected by reason of business being relatively good or relatively poor.

Its value to a concern is just as important regardless of whether that concern is oversold or undersold.

No matter how much a concern may be "oversold" on its physical product it can never be oversold in the good opinion of its field of buyers or in their confidence and good-will.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Coal Age

Electric Railway Journal

Electrical World

American Machinist

Electrical Merchandising

Engineering News-Record

The Contractor

Engineering and Mining Journal

Metallurgical and Chemical Engineering

All Members of Audit Bureau of Circulations

What the New
"Pay-As-You-Enter"
Advertising
Will Do:

Street & Finney, Inc.

(Established 1902)

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WE have received inquiries questioning our statement that the Street & Finney "Pay-As-You-Enter" Plan enables its user to guarantee himself a fixed sales increase on a fixed advertising expenditure.

This statement is literally true of every line of business to which the plan is applicable.

We will be glad to submit proof of the way it has worked out for our clients who have used it.

It is closely applicable to a wide number of businesses which sell through branch offices or exclusive agents.

With any progressive manufacturer who sells his merchandise in this manner we will gladly discuss the plan.

71 MADISON AVENUE, NEW YORK

Chas. F. Remington

now with the Advertising Department of THE RED BOOK MAGAZINE, located at our Detroit office, 426 Hammond Building, Fort and Griswold Sts.

RALPH K. STRASSMAN

Advertising Manager

Railroads Leaning to Good-Will Advertising in War Time

They Are Unable to Handle New Business, but They Are Preparing, Through Advertising, to Meet Peace Conditions

By John Duffy

FEW industries have entered more whole-heartedly into the win-the-war spirit, have sought to furnish the Government with a fuller meed of service, and at the same time caused as little inconvenience to their patrons, as the railroads. The story of the Railroads' War Board, the great co-operative organization which welded the railroads of the country into one system, coming into being almost over night, is well known. Utterly forgetful of the competitive spirit which had raged furiously only a short time before, railroad presidents gathered in Washington and pledged themselves and their organizations to do what was asked of them that the Government might be supported, that the nation's transportation facilities might not be found wanting in the general call for a national service that would win the war.

To give the national service demanded of it with the highest possible efficiency, changes in prevailing conditions were necessary. Since May 1 the railroads have reduced their passenger service by approximately 25,000,000 miles. That this stupendous amount—which would carry one train around the globe at the equator a thousand times—has been withdrawn without imposing impossible hardships on the public is best evidenced by the fact that Fairfax Harrison, chairman of the Railroads' War Board, says it has been through the loyalty and understanding of the public that such an economy has been possible.

This economy, however, was not for the benefit of the railroads' treasuries or the pockets of their stockholders. Services built up into successful lanes of

travel through advertising and good will suffered as generally as the local trains on the back-country branch lines in the reduction of train mileage. But by this reduction thousands of train crews and locomotives have been released for the more needed freight service and thousands of miles of congested tracks have been cleared, thereby facilitating the movement of coal, food products and supplies needed by the Government.

But the railroads have done more than answer the demand of Louis W. Hill, made at the St. Louis convention of the A. A. C. of W. last summer, that there be no quarter for slackers in business. The head of the Great Northern in his St. Louis speech said:

"So as advertisers, as advertising men, let us show the world that our belief in advertising is not skin deep—but that it goes through to the bone."

THE GREAT NORTHERN'S UPBUILDING POLICY

Again Mr. Hill was speaking as a leader of railroad men, but his own line has answered the call that belief in advertising be demonstrated conclusively in thorough fashion. Its advertising is quite as vital a force in the Great Northern's business machinery in war time as in the piping days of peace. Experience, as a result of the advertising campaign for Glacier National Park this last summer, has demonstrated there is no such thing as turning back for safety in the advertising field if success is to be attained. For this reason no change is contemplated in advertising plans for the coming year.

"We have always taken as our

motto in the selection of the railroad activities we exploit through advertising," said another official of the Great Northern recently, "the thought that advertising on the part of a railroad in order to be successful must be devoted along lines that will create new business—business that did not exist before for that particular carrier. Hence we had not indulged in very extensive competitive train service publicity or advertising of that nature. We have concentrated our advertising campaign on two things:

"First—Our immigration work, which consisted of placing settlers upon the vacant farm lands in territory tributary to the Great Northern Railway. Every farmer added to the region traversed by our line increases, according to the estimate of the late James J. Hill, our freight and passenger revenue by at least \$100 per year per capita.

"Second—The exploitation of Glacier National Park, one of the country's greatest scenic playgrounds, operated under the direction of the Bureau of National Parks at Washington, D. C."

But while the Great Northern turns to its colonization plans and its Glacier Park playground for advertising purposes, other important transportation lines find entirely different features in their business life to exploit with a consistency which already must have made a dent on the most calloused newspaper reader. The Chicago, Milwaukee & St. Paul has concentrated its public appeal on the super-excellence of its service which it sees made possible only through the "Giant electric locomotives, the mightiest in the world," which "impelled by the forces of the mountains themselves," avoid smoke, cinders and jars for St. Paul passengers en route to Pacific northwest cities.

It is a far cry from this to the solid institutional appeal of the New York Central for itself and all other railroads in its strong copy headed "Your Railroad Stands Back of Your Bank Book and Insurance Policy."

"The New York Central Lines," declared this copy, "in common with other railroads, must meet constantly increasing wages, taxes, cost of equipment and supplies. Hundreds of millions of dollars must be spent by the New York Central Lines in the next few years for improvements, extensions and equipment to keep pace with the growing demands for service and to maintain their earning power. The public, from whose capital savings the funds must come, should see to it that rates and governmental regulations are such as to assure a reasonable return on their investment and also enable the railroads to provide efficient service for the growing industries of the nation."

A pioneer in this variety of policy advertising, the New York Central has found the war only an occasion for redoubled effort. Finding its business all it can conveniently handle, its advertising has gone toward building confidence in the institution itself, the corporate body which has made New York Central service a standard.

"We are not planning any change in our advertising plans," said P. V. D. Lockwood, advertising manager. "It has been our policy for a considerable time to devote our advertising largely to 'institutional' copy, and in this respect no change is proposed. We believe there is a real need for this kind of advertising—a need that there should be a clearer understanding on the part of the public of the problems confronting the railroads.

NEW YORK CENTRAL'S AIM IS TO TELL CONDITION TO PUBLIC

"It is just as vital to the public as to the railroad that the expansion necessary to meet the tremendous demands upon the railroads be made. Never have the railroads been called upon to perform so great a service as now. They are meeting the demands remarkably well considering the handicap they have been laboring under due to insufficient revenue to provide the extensions, new

terminals and new equipment that the growing needs of the public and the Government require.

"We believe that as the facts are laid before the public the latter will understand better that their interests will be served, their prosperity conserved and the nation put in a stronger position as regards the successful prosecution of the war by granting the railroads the opportunity, by increased rates and fair regulation, to earn a return that will attract the new capital without which further development of transportation service is impossible.

"We know of no way of laying the facts before the people so effectively as through the medium of advertising. And we feel that if we can have but even a small part in bringing about a condition whereby the financial position of the railroads is strengthened and new capital to be devoted to the public needs be forthcoming, we will have done a good work not only for the railroads but for the public.

"In the final analysis the public is quite as vitally interested in the attainment of the purpose for which our advertising is run as the railroads themselves."

INDIRECTION IN LEHIGH'S COPY

Along slightly different lines has been the appeal of the Lehigh Valley Railroad now proclaiming itself "The Railroad That Does Things." In two recent pieces of copy it has capitalized services to the public which are hardly of the character on which appeals for patronage ordinarily are made.

"For six months," reads one advertisement headed "Conserving the Food Supply," "special trains have campaigned along the lines of the Lehigh Valley showing farmers modern methods in planting, growing, harvesting and storing products and demonstrating to women practical food canning."

Another, under the head of "Breaking Railroad Records," says "The Lehigh Valley carried 7,539,956 tons of the domestic sizes of anthracite in the first nine

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

months of 1917, 500,000 tons more than any other line carried."

This advertisement carries a new appeal in the line "Industrial Sites Available," behind which is an interesting thought.

"We are fully aware that Secretary of War Baker has urged that no new industries be promoted and no new extensions to plants be undertaken unless they have to do with the increasing of products which are going to help the Government materially in winning the war," said an official discussing it. "We agree with him heartily and certainly are giving the Government the heartiest sort of co-operation. But the war is not going to last forever. With the return of peace we look for great expansion in the arts of peace. New factories are going to be projected on all sides to enable the public to catch up with what they have given up while the nation is at war.

"When this time comes we hope to bring many of these industries to our system. This line in our advertising is something we hope will impress itself on the minds of the men who will build the new plants in the busy days after the war. We want to make them think of the Lehigh Valley as a railroad on which to locate their new plants even before the time for their building comes. We are advertising for the future."

Similarly the new advertising, while mentioning the available industrial sites and calling attention to the company's passenger service, is a direct plea for friendship for a railroad which "does things" for neighbors and patrons.

It was on another tack the Delaware, Lackawanna & Western went in its "War Portions" copy, an advertisement of its Hooverized dining car service, a happy capitalization of its food conservation campaign in dining cars.

The Lackawanna's advertising will not be as extensive as in the past, according to James Fister, advertising agent, because of the determination of the management that it will not handle special Pullman cars or special trains if

they can consistently be avoided.

Because of its position and the determination of the management that nothing should be allowed to interfere with the movement of troops over its rails, the Baltimore & Ohio has temporarily reduced its general advertising campaign, according to W. E. Lowes, Assistant General Passenger Agent. During the spring and early summer this campaign, institutional in character, was a notable one.

"We are not desirous of creating any unnecessary passenger traffic now," he said, "in order that we may have every available car ready for the Government."

The Santa Fé is one of those railroads whose management believes the war is not going to affect travel seriously. "We expect to go along on an even keel," says W. H. Simpson, general advertising manager, who regards the prospects for a continuing normal business as excellent. This means that the familiar attractive Santa Fé copy will be seen just as often as in the past.

PATRIOTISM THAT BUILDS GOOD WILL

To an entirely different angle went the St. Louis-Southwestern Railway, better known as the "Cotton Belt Route." Heading an advertisement, following its familiar name shield "Little Better All Round," it says:

"On May 1 there was, according to the record, a so-called shortage of 150,000 freight cars. In round numbers there are 2,500,000 freight cars in the United States.

"If, by a little better loading by the shipper, a little better unloading by the receiver, a little better movement by the railroad, and a little more alert work by every railroad man from the highest official down to the most youthful messenger boy, each car was used a little better, it wouldn't take long to get that 150,000 cars out of the 2,500,000 cars.

"The Cotton Belt Route is doing its utmost in this direction—may we expect your co-operation?"



Le Chanson



*Summary
in France
French
style helmet
collar rolled
over. English
fashion.
French
Munich
new spirit
photo*

*With the American
Transport Service
in France*



*The Japanese captured
over 25 miles of Indian
Chinese. Looking west as
Lebanon
Ch. Roy Baldridge
France
1917*

*Type of French girl
who serves "à son
honneur" to the
soldiers*

Introducing

CYRUS LE ROY BALDRIDGE

the Frederic Remington of the present war,
now with the United States Expeditionary
force in France, who is drawing exclusively for

Leslie's

*Illustrated Weekly Newspaper
Established in 1855*



Home of Farm and Home



FARM AND HOME

The National Monthly Magazine of Rural Life

is a product for the farmers, first, last, and all the time. This is why circulation building on this paper is concentrated on farmers only, with the result that it is the only national farm paper to claim a rural circulation based on the entire count of its subscription list, and to have these figures verified.

As proof of Farm and Home's real rural circulation, we show and prove that 88.7% of the circulation is on R. F. D. routes and to postoffices under 2500.

This circulation was not secured by piano contests and automobile contests, which circulation has very little value to the average advertiser, but is largely secured through our own

subscribers who act as club-raisers, plus publicity advertising in various ways.

Farm and Home sells no subscriptions in bulk, and no subscriptions are offered through subscription agencies using agents. No bonuses are paid any producer large or small. *Farm and Home* has no "forced circulation."

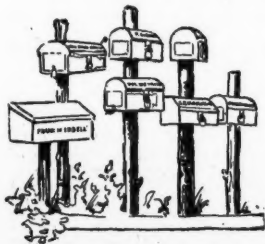
R. F. WILLIS
 SUGAR GROVE PA
 R D 3
 APR 1916 C-56595B
 SUGAR GROVE PA
 ROBERT DUNBAR
 730363-P-JAN 18
 R D
 SUGAR LOAF PA
 MRS E H ERWIN
 739376-A-JAN 20
 SUGAR LOAF PA
 HARVEY HELLER
 NOV 1916 R-661073
 SUGAR LOAF PA
 EDWIN HILLIARD
 APR 1919 R-436980
 SUGAR LOAF PA
 WM C KNELLY
 NOV 1917 R 441033
 BY 148 D
 SUGAR LOAF PA
 MRS PETER LAWYER
 JNE 1918 R-678579
 RD 1
 SUGAR LOAF PA
 GEORGE F HOSTELLER
 APR 1918 R-678519
 SUGAR LOAF PA
 MR JOHN SHIMKO
 786857-A-APR 18
 REV 80675
 SUGAR LOAF PA
 FM ISMELL
 48447C-FEB 18
 SUGAR RUN PA
 LOUIS POTTER
 721354-A-JAN 20
 RD 42
 SUGAR RUN PA
 FLOYD CIVERRA
 APR 17 R 635021
 R 42
 SUGAR RUN PA
 LOUIS POTTER
 721354-A-JAN 20
 RD 42
 SUGAR RUN PA



Its circulation work has been such as to develop a quality of circulation unknown to the average farm publication. Practically all the renewals on *Farm and Home* are secured direct by letters from our office.

600,000 Circulation Monthly Guaranteed

Farm and Home is distinctly a paper for the whole family—father, mother and children, because it treats so thoroughly of all subjects of interest to the farm and to the home.



PHELPS PUBLISHING CO.

Member A. B. C.

Springfield, Mass., and Chicago, Ill.
New York Minneapolis Atlanta

In a recent bulletin sent to newspapers in its territory the management of the railroad says:

"Upon the shoulders of the railroads rests in a large measure the responsibility of helping the American people to win this war against the Teuton forces. The railroads will be powerless to respond to the patriotic call of President Wilson unless the shippers and receivers of freight and the traveling public have a keen appreciation of actual transportation conditions as they now exist and shall continue to grow more acute with the progress of the war.

"In the future each advertisement will be designed to present in concise and interesting form a heart to heart 'talk' with the readers of newspapers published along the Cotton Belt Route.

"We are confident that the editors of these papers will be the first to commend this policy, as the publishers have already realized the power of the press and the part that these mediums have played in carrying on our warfare to date."

Railroad managements look at the war advertising problem so far as newspaper copy goes from many different angles, but all have the same general object in view—the building of a friendship with the people, even in these days of grave emergency, which will survive after peace has come again.

To Move "Mother's Magazine" to New York

Beginning with the issue of February, 1918, *Mother's Magazine*, published by the George E. Cook Company, will be published in New York. The present publication office is Elgin, Ill.

Conlin Back With Munsey

Edward C. Conlin has returned to the Munsey publications in New York. His resignation was announced about a month ago.

With "Leslie's Weekly"

Richard J. Donovan, formerly with W. & J. Sloane, New York, has joined the advertising staff of *Leslie's Weekly*.

Conscription Law Explained Through Advertising

The Canadian Military Service Council is using paid advertising space in which to explain the features of the Military Service Act, and to urge men with a just claim for exemption to report their cases promptly. "Should You Be Exempt?" is the headline of one piece of magazine copy, accompanied by an illustration showing a citizen standing before a poster giving the text of the Minister of Justice's explanatory announcement of the Military Service Act. "Every facility is afforded those who have reasonable ground for applying for exemption under the Military Service Act," the copy says. "Each man's case will be considered by a local civil board, sitting in the locality where he lives, and will be considered as is desirable in the national interest.

"The idea behind the Military Service Act is to call up first only those whose absence from civilian occupations will cause least disturbance to the country's economic and social life. One hundred thousand reinforcements—no more—are to be raised under the Act."

The copy then explains the machinery of the exemption boards, pointing out that not all men who register these claims will be exempted, but such claims will receive careful consideration. National interest must govern. "Prompt application for exemption is strongly urged upon all who, being included in the first class, believe they deserve exemption. But first visit a Medical Board and find out if any further action is required. Unless the medical examination places you in category A, you will have no immediate obligation for service."

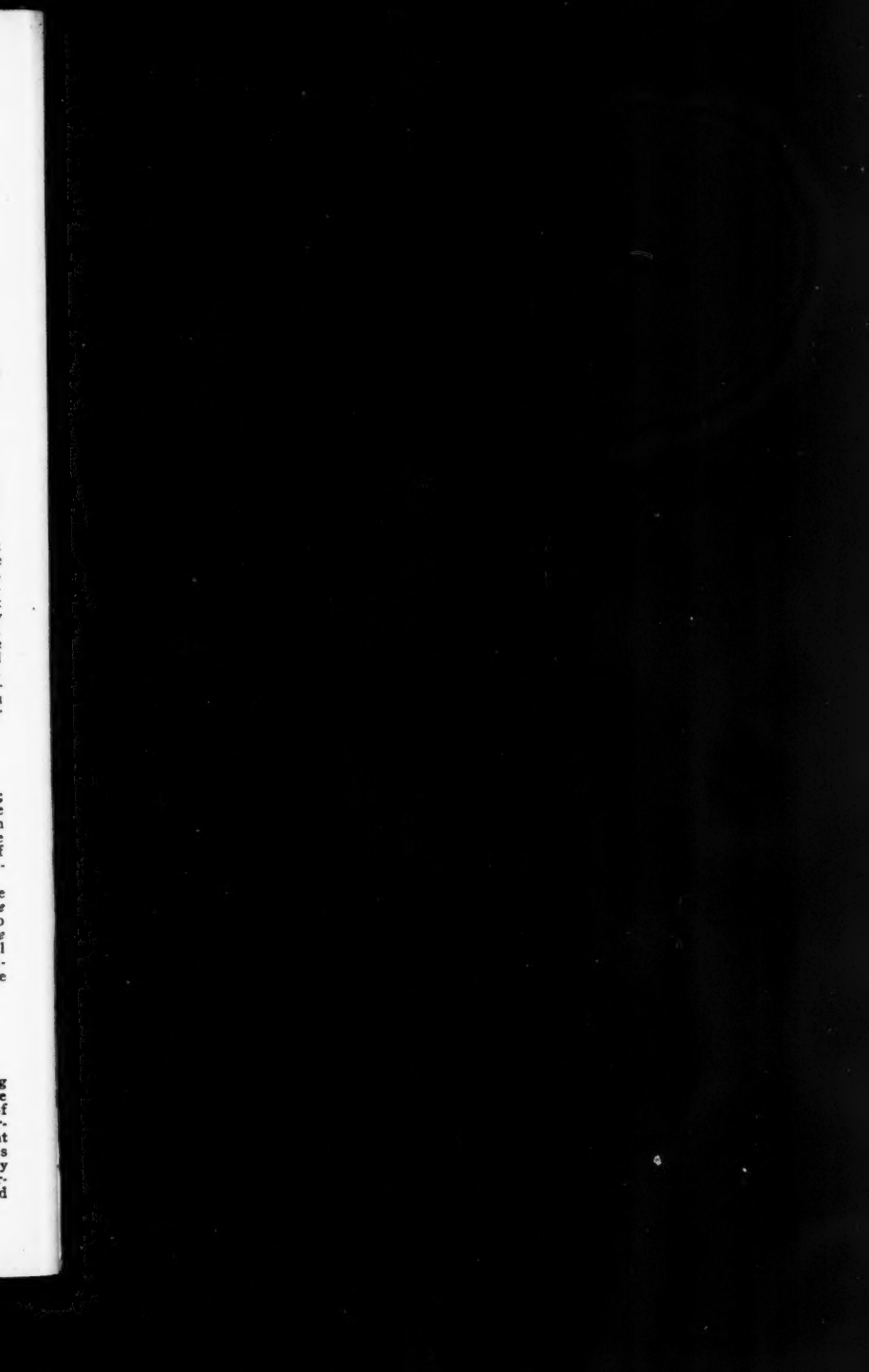
Changes in "McCall's"

Allan H. Richardson, president; Henry J. Fisher, chairman of the board; R. C. Wilson and O. B. Capen now make up the Executive Committee of The McCall Company, publishers of *McCall's Magazine* and *McCall's Patterns*.

Messrs. Fisher, Wilson and Capen are the publishers of *Popular Science Monthly*, and they will continue to direct its affairs. *Popular Science Monthly* and *McCall's Magazine* will remain entirely distinct business entities, each wholly independent of the other.

Dooley-Brennan Absorbs O'Shaughnessy Agency

The Dooley-Brennan Advertising Company, of Chicago, has absorbed the O'Shaughnessy Advertising Company of that city and will take over all advertising accounts. This arrangement follows the appointment of James O'Shaughnessy as executive secretary of the American Association of Advertising Agencies, which was announced in *PRINTERS' INK* several weeks ago.






To the Depths of the Human Soul



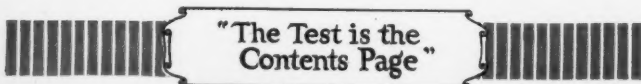
Answering the riddle of Ages
—an example and proof of
high power reader interest





CONAN DOYLE, the creator of Sherlock Holmes, in the January Metropolitan submits his proofs of his belief in Spiritualism. After thirty years of patient investigation, he contributes the most notable article published in the Spiritualism Investigation series, which began in the April 1917 Metropolitan. He describes the soul leaving the body at death and pictures vividly and definitely for us soul-life in another world. His is the most profound contribution made in our generation on life after death.

This brilliant and valuable addition to an ever-live subject is typical of the kind of material that 450,000 Metropolitan buyers have come to expect in "The Livest Magazine in America"





"RECENTLY I had quite a start as I saw my own name, and read the reprint of a letter which I had written in 1887, detailing some interesting spiritual experience which had occurred to me. I might have drifted on for my whole life as a psychical researcher, showing a sympathetic, but more or less dilettante attitude toward the whole subject, as if we were arguing about some impersonal thing. But the war came, and when the war came it brought earnestness into all our souls and made us look more closely at our own beliefs and reassess their values."

Alvarian Doyle

**"The Test is the
Contents Page"**



WE wish to present the facts regarding Spiritualism as nearly as it is possible to do so. The series stands on a plane of scholarship and imagination and is eminently the sort of series to which distinguished and thoughtful writers like Booth Tarkington and Sir Arthur Conan Doyle are natural contributors.

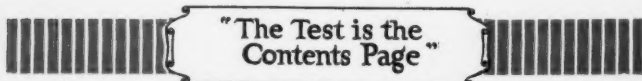
In their articles Mr. Tarkington and Mr. Doyle have shown the courage of explorers, and that is the spirit with which the Metropolitan entered this field. While we have been most concerned with discussing the theoretic question of survival, we do not intend to neglect the practical existence of the Spiritualist Church on earth. In an early article Mr. Sinclair Lewis will discuss the methods of the Lily Dale community of Spiritualists which he recently investigated.

And after that we shall take up the organization of the Spiritualist Church in America.

W. B. Whigham

PUBLISHER OF METROPOLITAN

Stirred as the world was never before, the Metropolitan in these days is of increasing importance and interest to its 450,000 buyers--the biggest audience of progressive minds in the country.



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With Output Curtailed, Will Automobile Advertisers Stand Pat on Schedules?

Survey Shows Manufacturers Optimistic—Contemplate No Drastic Retrenchment

STEPS have been taken to put the automobile industry on a war basis. At a conference a few days ago of the directors of the National Automobile Chamber of Commerce and representatives of the Motor and Accessory Manufacturers held in Washington before the War Industries Board a plan was outlined for turning over a portion of the capacity of motor car plants to the production of war material.

It is likely that at the start the capacity thus diverted will not be considerable. It will be gradually increased, however, as the exigencies of the war demands. It is improbable, though, that at any time will more than forty per cent of the plants be given to the production of war materials, and this not for a long period. Therefore those reports which have been current since the conference to the effect that the diversion of plant capacity to Governmental uses may be as much as seventy-five per cent are exaggerated and have no basis in fact.

For example, late last week a story went out from Washington that Henry Ford would devote his entire plant to making war necessities, and would manufacture no more passenger cars for the period of the war. J. R. Lee, of the Ford Company, has denied this report. The limitation of the output of Ford's plant, like that of every other automobile manufacturer is now in the hands of a committee which has been appointed as a result of the Washington conference, and which is composed entirely of representatives of the motor car industry. Mr. Lee is himself a member of this committee. The other two members are Hugh Chalmers and A. W. Copland,

president of the Detroit Gear and Machine Company.

Will this reshaping of the production end of the industry have any serious effect on the sales and advertising policies of the manufacturers? To find the correct answer to this question, PRINTERS' INK has made a thorough investigation of the whole subject. Not only were the leading manufacturers consulted, but also many distributors, as well as the automobile editors of various publications and several other authorities in the trade. While obviously all of these men cannot be quoted directly, the conclusions given in this article are based on information furnished by them. The gist of the whole investigation is that no radical changes in advertising schedules are contemplated. The arrangements now being worked out for co-operating with the government should make for the greater stability of the industry during the war. The new plan will remove the uncertainty that has recently been growing in automobile circles.

"The new plan means," as one of the best informed men in automobile matters in the old country expressed it, "that plants will be operating at capacity, and, therefore, there will be no occasion for financial retrenchment. Hence the manufacturers will be inclined to invest the usual percentage of their profits in advertising to keep alive their trademarks and to perpetuate their good will."

It is estimated that in 1916 the output of motor vehicles in this country was over 1,800,000. This year the production, owing to shortage of material, transportation difficulties and labor condi-

tions, will not be so large. But allowing for any reasonable curtailment would still leave a large volume of cars to be sold. There would be plenty to do for the sales and advertising departments of the manufacturers, especially with war conditions prevailing.

Of all the statements made to PRINTERS' INK only one was decidedly negative. This company who requested that its name not be mentioned, said:

"Of course if all production is materially curtailed the advertising must likewise be reduced. If we cannot produce enough cars to take care of our present selling organization it is useless to do any advertising to create demand for those cars."

As opposed to this one of the leading advertisers in the industry stated, "We are making no change in our plans and do not see that any will be necessary." This seems to be the general view of the trade.

Lee Anderson, vice-president of the Hupp Motor Car Corporation, wired PRINTERS' INK: "Our advertising plans proceed as scheduled. We feel advertising itself an industry of great importance. Panicky curtailment of advertising expenditures would be disastrous; one industry must protect another. Until we are hit, it would be unfair for us to hit another. Our plans call for increased advertising and will be carried out so far as we can see at this time."

Another message of the same optimistic trend comes from H. H. Franklin, president of the H. H. Franklin Mfg. Company. He says in part: "No immediate effect on our advertising plan. If finally our business is curtailed below demand, would probably reduce advertising somewhat. But even if necessary entirely to discontinue making cars, would keep up good volume of advertising. It is not probable that any automobile manufacturer will have to reduce output below demand. It is, however, a wise move to get all automobile plants on government work."

The Packard Motor Car Company wires that its advertising programme for the current fiscal year takes into account the fact that part of its facilities will be used in taking care of government requirements. The company, therefore, sees no reason why recent developments should affect its plans.

G. L. Willman, of the Studebaker Corporation, states:

"As long as automobiles are produced, advertising will be required to give the public necessary information concerning product, and to assist and lower the cost of distribution. Expenditures, however, will probably be curtailed beneath that required to handle maximum production. Advertising plans will vary, of course, always with existing conditions."

The Mitchell Motor Company wires that as usual the scope of its 1918 campaign will be adequate to care for its output.

The Regal Motor Car Company affirms that the automobile industry is prepared to meet the needs of the Government. At the same time it believes that it will not be necessary to make any change in advertising plans.

The Haynes Automobile Company states its position thus:

"Unlikely that Government demands will affect our advertising plans. Will build as many cars as consistent with war material requirements. In any event consider advertising essential to maintenance of prestige throughout war."

A few concerns in the field, such as the Dort Motor Car Company, base their advertising appropriations on production. Therefore, the amount of their advertising rises and falls automatically with output.

Three or four companies, such as the Cadillac Motor Car Company and Olds Motor Works, declare that they are going ahead with their programme, but may alter plans somewhat later on if developments make it necessary.

The investigation made by PRINTERS' INK shows once more

THE constant growth and greater expansion in all departments of the business of P. F. Collier & Son, Inc., make it necessary for Mr. J. G. Jarrett to give up the supervision of the Advertising Department of Collier's, The National Weekly, and on November 15th he assumes the duties of Treasurer.

Mr. John E. Williams, formerly Western Manager, has been appointed Advertising Manager.

Mr. A. H. Blight of the Eastern staff becomes Eastern Manager.

Mr. L. M. Hart of the Western staff becomes Western Manager.

that the automobile industry, true to its reputation, never lies down when an emergency arises. That is why it has always managed to make steady progress, despite temporary discouragements.

For a long time it has been felt in the trade that the Government would sooner or later, as a war necessity, exert some form of control over automobile plants. But what has been decided at the Washington conference does not comprehend control by the Government. According to the plan proposed the task of re-adjustment will be left largely to the manufacturers' own committee.

The conference was the result of an order of the Priorities Board that alloy steels must be reserved for the uses of the Government. This edict would practically cut off the supply of a very essential material in the making of passenger cars. Before the order went into effect, the automobile manufacturers assembled in Washington to decide among themselves how the situation could best be met. It was shown at the conference that the motor car business consumes not more than 5 per cent of the country's steel production and that there is no reason why the United States' third largest manufacturing industry should be singled out as a non-essential. The Board, on the other hand, contended that there was no intention to cripple so important a business, but that it was absolutely necessary that essential war materials be conserved. The unshot of the whole thing is that the automobile men voluntarily proposed a gradual reduction in passenger car output. They suggested that in return the Government keep their plants working to capacity by giving them contracts for making such war material as they are equipped to handle.

It is expected that this plan can be worked out without hardship to any one concerned. The production of one firm will not be curtailed at the expense of another. The matter will be im-

partially adjusted. All plants can be kept busy, and the enormous overhead that would result from part time operation will be avoided.

Automobile manufacturers are well satisfied with the arrangement. It is a fact that the motor car industry is still not an all-the-year business, except in certain sections. The chart of its sales still has its peaks and its valleys. Many plants have not run at full capacity through all seasons. For this reason, tidy war contracts could be taken care of very nicely by the industry without any lessening of the usual production of cars.

This is especially true at the present time. Owing to the draft, the Liberty Loans, and various other causes, brought about by the war, the sale of cars has been running off for several months in some districts. It is said that right now a few plants are in a position to turn over as high as forty per cent of their capacity to Government uses and at the same time not interfere with the deliveries of their regular product. War orders will take up a lot of slack that had accumulated in the business and the whole development is regarded as one that will, in the long run, be beneficial to the manufacturers.

Of course the success of this plan depends entirely on the ability of the committee to take care of the war needs of the Government. Its duty is to satisfy the War Industries Board first and turn out an adequate number of cars afterwards. That it will be able to do both does not seem to be doubted in the trade.

The decreased supply of cars should not be large enough to interfere materially with dealer relations. Undoubtedly the occasion will give the automobile distributor a first rate opportunity to discard a few of his profit-destroying practices, such as the used car abuse. There is now no excuse for a dealer to take in an old car at a loss in order to dispose of a new car. Other leaks of like seriousness will be stopped.

Philadelphia

The Third Largest Market in the United States

DOMINATE Philadelphia, create maximum impression on both dealers and customers at one cost by concentrating in the Dominant Newspaper, the

Philadelphia Bulletin

The newspaper situation in Philadelphia is different from almost any other market in the country—because one newspaper (The Bulletin) goes into nearly every home in and near Philadelphia, making it possible for advertisers to send their selling appeals to practically every possible buyer in one medium at one cost.

“In Philadelphia Nearly Everybody
reads

The Bulletin”

Practically 100% of the entire potential market.

Net paid average two-cent circulation for six months from April 1 to September 30, 1917. (As per report to U. S. Post Office Department).

363,115 Copies
a day

Net Paid Daily Average for October, 1917, 364,637 Copies

The Bulletin circulation figures are net; all damaged, free and left-over copies have been omitted.

The Largest Two-Cent Circulation in the East

WILLIAM L. McLEAN, Publisher

New York Office: Dan A. Carroll, Tribune Building

Chicago Office: J. E. Verree, Steger Building



LEADERSHIP—(*In Entertainment*).

The Ladies' World beginning with the February issue (the first at 15 cents) is going to *excel* along certain lines.

It is going to be a beautiful magazine physically and big in number of pages.

It will *excel* all of its contemporaries in the space it will devote in the "front of the book" to fiction, love stories, serials, special articles, moving picture features—the popular entertainment material. Its four leading contemporaries average eighteen pages of solid reading matter per month. The Ladies' World will have *twenty-six* or more.

That means great reader enthusiasm. That extra big value to them means extra value to advertisers, too.

LEADERSHIP—(*In Service*).

The Ladies' World has more and more confined its "service" activities to five subjects. Even during the past two years it has given more space to some of them than its largest contemporaries.

In the future it will specialize on these subjects *exclusively*. It will develop all of them *very substantially*.

FASHIONS —

Only the strictly fashion publications will compare with The Ladies' World in their handling of this subject. In amount of space, variety of material used, attractiveness, individuality—The Ladies' World fashion section will be a conspicuous *leader*.

FOODS —

Only one other magazine will compare with The Ladies' World in its handling of this subject. Westfield and Prof. Allyn will come into their own and there will be monthly cooking articles, prepared food articles, and other new features as well. A big development ensuring *real leadership*.

HOME EQUIPMENT AND MAINTENANCE

Space for the Household Equipment Department will be increased nearly 100 per cent, while the monthly discussion of "upkeep" for floors, furniture, walls, draperies, etc., through the Interior Decorating series will be substantially extended. Greater leadership than ever *here*.

MOTHER AND BABY

Two subjects which The Ladies' World has always made much of. In future each will be given adequate monthly space to ensure The Ladies' World ranking second to none in service to readers along these lines. It will *lead most*.

(Continued on next page.)

LEADERSHIP—(*In Service*)—Continued.

TOILET PREPARATIONS

Prof. Allyn will have an article on this subject *every month* in the future, instead of every other month as in the past. For over two years now The Ladies' World has discussed the use of toilet preparations, and the ones to use and avoid, regularly and authoritatively. It has been practically alone in doing this. Readers have shown such *marked* interest in this service however, its development along the lines indicated is inevitable. The Ladies' World's position of *leadership* will continue more secure than ever.

Nothing experimental about any of this. The development of every feature is based upon *known reader interest*, not only in the subject *itself* but in The Ladies' World's individual way of *handling* it.

LEADERSHIP—(In Economy for Advertisers)

The Ladies' World will have excess circulation over its guarantee (500,000 average net paid monthly) but its rate, based on the 680 line page, is such as to make it *by far* the most *economical* medium in its field, regardless of that.

It's a real "BUY."

Page \$1445; half page \$722.50; quarter \$425; less than quarter \$2.50 a line. Forms close December 10th for February issue—first in new size. It will be of *exceptional* interest to readers.

THE MCCLURE PUBLICATIONS, Inc.

PUBLISHERS OF

THE LADIES' WORLD

MCCLURE'S MAGAZINE

Does Your Copy Contradict Itself?

Not Obviously, of Course, but Slyly—Why Some Ads Thought at First to Be Wonders Are Not Believed

By Roy W. Johnson

THE chances are that if I were to mention Aristotle in the first paragraph of this story, the busy advertising man would refuse to stand hitched long enough to read the rest of it. "What's Aristotle in my young life?" he would exclaim, and depart hence to browse among the practicalities of The Little Schoolmaster's Classroom, or drink deep from the wisdom of the editorial pages. But none the less, Aristotle does have something to do with the story, for he was the boy who first discovered what are known as the dramatic unities. And the next time you are puzzled over the problem as to why a certain piece of copy failed to pull, and another piece in the same series pulled like the mischief, it is quite possible that those same dramatic unities may be found at the bottom of it. Other things—lots of them—may be the matter of course, but when you are trying to discover the secret of human unresponsiveness it is wise to test the ignition as well as the carburetor.

Are you still listening? All right, then. Aristotle first discovered the dramatic unities, or at any rate he was first to write them down. I say he "discovered" them, for that is what he did. He did not evolve them out of his own consciousness for the purpose of making life harder for budding genius, any more than J. Caesar wrote his justly famous commentaries in order to plague schoolboys. Aristotle didn't invent the unities—he found them right where they always had been, and right where they still are. Moreover he found them by the intensely practical method of watching people, and observing the manner in which they responded to different appeals. The results of his observation he set down in a series of laws which

have been modified from time to time by experience, but the basic principles of which are as sound as ever. Indeed it has been found that the same principles apply to any type of appeal, dramatic, literary, artistic or forensic.

Reduced to simplest terms, the principle of unity may be expressed as follows: All the various parts of the whole must be in harmony as to time, place, action, purpose, spirit and style. It will not do to let the hero mention something which doesn't happen until the next act; Desdemona, just landing in Cyprus, must not know what took place in Venice five minutes ago, though it happened on the same stage; Pecksniff cannot successfully be a consummate hypocrite in one place and a pillar of good faith in another; the dog who was killed in a boiler explosion six chapters back, cannot be called upon to save the heroine who is being swept over the mill-dam; if Huck Finn is telling the story he should not talk like an Episcopal minister; etc., etc. Obvious enough certainly; yet not quite so easy of attainment as it may appear.

THE "UNITIES" IN ADVERTISING

But what has all this to do with advertising? A whole lot, my friends. For the penalty of failure to observe the unities is not academic, but very practical. The piece of work which violates the unities simply fails to convince. The mind of the reader rejects it—without making any great fuss about it, it is true, and without uttering any high-brow platitudes about Art, but the rejection is usually complete and final. Not one reader in a thousand knows the first thing about the unities, perhaps, but that doesn't prevent them from getting in their work. A man may display perfect ignorance of the law of gravitation, yet

fall as fast and hit as hard as old Sir Isaac Newton himself.

In advertising copy, some of the violations of unity are obvious enough, and quite easy to detect. A number of them were set forth in the article entitled "Why not a 'Detail Censor' for Advertising Illustration," in *PRINTERS' INK* for September 6. Such matters as the out of style skirt or "tacky" sleeve, the automobile road down the Grand Canyon, the aboriginal costumes of the Seminole Indians, etc., etc., are all essentially violations of unity. You would not think of drawing Abraham Lincoln with a straw hat, nor of showing Alexander Hamilton riding to the Treasury on a bicycle.

But there are other violations of unity which are more subtle, and harder to detect. It is not very difficult to observe unity in plain, matter of fact copy, for then it is only a matter of fidelity to details. But the moment a piece of "atmospheric" copy is attempted, or copy which is purely fanciful or grotesque, something more is needed. Unity of time, place and action is comparatively easy to observe; but unity of thought, spirit and purpose is something else again.

Do you remember the piece of Victor Talking Machine copy which showed the old darky looking across the valley at the old plantation, while the words of "Carry me Back to Old Virginny" formed almost the sole text of the ad? That is the best answer I have seen to the problem with which the phonograph and the piano people have been struggling for years—the problem of describing the effects of music without violating the unities to such an extent that the pulling power of the advertisement is gone. It is not so very difficult to find a writer who can paint a word picture of the power and the enchantment of music, but when you ask him to go on and say that "all this is possible because of the wonderful thingamajig on the thingumbob," unity of thought and spirit is shot all to pieces. The

mind of the reader has been led into a region of lofty altitudes, and he is suddenly asked to contemplate a piece of brass wire or to admire a dowel pin. There is a sudden discord which is positively unpleasant, and the mind of the reader simply rejects the idea and passes on to something else.

In the Victor copy, on the other hand, there is no attempt to bring the mechanism into the picture. The illustration and the words of the old song are permitted to create their own images in the imagination, and the suggestion is made that Mme. Alma Gluck will sing the song in your own home. Notice particularly that the emphasis is on the human singer, and not upon the piece of mechanism which reproduces the sounds.

As to the reason *why* the human mind likes to associate certain ideas, and refuses to tolerate the association of certain others, I must confess ignorance. But the fact is there, reason or no reason. And it is upon that fact that the principles of unity are based; not upon some theory concocted by Aristotle or by anybody else.

WHY ADVERTISING CHARACTERS SUCCEED

But the best place to study the principles of unity as applied to advertising copy is in connection with advertising characters; such fanciful conceptions as Sunny Jim, Phoebe Snow, the Campbell Kids, Velvet Joe, Spotless Town, and so on. There have been many remarkable successes with advertising characters, numerous semi-successes, perhaps as many flivvers, and some out-and-out failures. Sunny Jim is the oft-cited example of the latter, and the reason for his alleged failure which is most generally accepted is that Jim was "too clever." He advertised Sunny Jim instead of Force, it is said. I have seen and heard that quoted times without number, by people who ought to know, by others who conceivably *might* know, and by still

The Only Gain In Musical Advertising

Of any Chicago paper for the 10 months ending October 31st, 1917, over same period, 1916, was made by

The CHICAGO EVENING AMERICAN

AMERICAN gained (6 days).....	12,322 lines
2nd paper lost (7 days).....	1,488 lines
3rd paper lost (6 days).....	1,268 lines
4th paper lost (6 days).....	6,703 lines
5th paper lost (7 days).....	8,425 lines
6th paper lost (7 days).....	9,703 lines
7th paper lost (6 days).....	29,062 lines

For October, 1917, the AMERICAN and EXAMINER were the only papers to show a gain.

AMERICAN (6 days) gained.....	5,534
EXAMINER (7 days) gained.....	3,101
3rd paper (6 days) lost.....	1,602 lines
4th paper (6 days) lost.....	1,971 lines
5th paper (6 days) lost.....	2,949 lines
6th paper (7 days) lost.....	3,039 lines
7th paper (7 days) lost.....	8,355 lines

Advertisers of musical instruments are using more space in the AMERICAN because they are getting results. They are proving that the most business is where the most money is. Readers of the EVENING AMERICAN are spending more because they're making more.

The most promising market to-day for the sale of high-grade merchandise is reached through The CHICAGO EVENING AMERICAN.

Chicago Office:

HEARST BUILDING

New York Office:
COLUMBUS CIRCLE

San Francisco Office:
CALL BUILDING

Member Audit Bureau of Circulations

A Three Million Lead

In ten months of 1917 The New York Times printed 3,016,607 agate lines more advertising under the eighteen important classifications listed below than any other New York morning newspaper.

CLASSIFICATION	TIMES Agate Lines	Second Morning Newspaper Agate Lines	Third Morning Newspaper Agate Lines	Fourth Morning Newspaper Agate Lines	Fifth Morning Newspaper Agate Lines	Sixth Morning Newspaper Agate Lines
Dry Goods and Specialty Shops.....	2,524,125	1,942,989	1,714,328	1,360,709	997,266	581,178
Real Estate and Building Material.....	1,060,288	769,175	381,487	892,766	94,425	213,534
Financial.....	1,057,182	376,490	369,107	402,497	402,885	420,782
Automobiles.....	848,752	398,173	546,737	408,480	212,886	574,662
Resorts, Hotels and Restaurants.....	423,498	318,885	178,308	301,431	186,134	146,280
Books and Magazines.....	420,532	119,839	61,262	16,879	184,071	132,439
Men's Furnishings.....	290,481	206,638	150,267	46,236	216,105	51,888
Miscellaneous Display.....	257,003	197,519	148,038	119,642	153,958	169,064
Musical Instruments.....	224,263	148,947	177,758	17,369	122,749	68,897
Transportation.....	213,336	133,690	113,485	140,068	30,090	129,880
Office Appliances.....	124,947	19,297	4,069	4,092	34,818	10,301
Boots and Shoes.....	91,736	55,204	60,267	18,550	16,080	14,742
Foodstuffs.....	91,556	55,138	67,471	18,512	36,535	11,516
Beverages.....	75,101	55,810	43,708	28,238	23,865	27,245
Newspapers.....	60,145	20,342	15,997	5,643	19,220	4,634
Charity and Religion.....	56,857	38,366	29,099	39,985	11,053	22,040
Public Service.....	55,854	34,572	36,634	35,032	36,206	53,642
Candies and Gum.....	32,695	686	12,840	21,927	5,034
Total Agate Lines.....	7,998,357	4,891,750	4,110,862	3,656,129	2,830,273	2,637,768
Other Classifications.....	2,325,087	6,682,089	1,484,426	2,330,364	1,009,791	779,257
Complete Total Agate Lines.....	10,323,444	11,573,839	7,595,288	6,186,493	3,840,064	3,417,015
Less Help and Situation Wanted Advertisements.....	574,146	4,408,202	1,133,043	1,286,518	45,092	12,249
Total Agate Lines, Less Help and Situation Wanted.....	9,689,298	7,165,637	6,462,245	4,899,975	3,794,972	3,404,766

The average daily and Sunday net paid sale of The New York Times for the six months ended September 30, 1917, was 357,225 copies

others who obviously had no means of knowing, but were simply repeating a bit of gossip under the guise of a "well known fact."

Now as to whether or not Sunny Jim actually was a failure, only the H. O. Company can tell. Undoubtedly he sold a whale of a lot of goods, and he certainly made a hit with the public. But the company has obviously found that some other form of advertising appeal pays better, for during the past half-dozen years or so Jim has been permitted to disport himself on the package but has been carefully excluded from the advertising copy. And on the other hand, the Campbell Kids, Velvet Joe, the Gold Dust Twins, and others have gone merrily along appealing to their millions a day. It is safe to assert that Jim possessed a drawback in some particular, even though there is no evidence at hand upon which we can convict him as an out-and-out failure.

THE CASE OF SUNNY JIM

Now in my opinion the trouble with Jim was this; that he violated these same unities that we have been talking about. Jim Dumps, you will remember, was a very sad object to contemplate until he contracted the habit of eating Force, whereupon he underwent a marvelous mental, moral and physical change. He became Sunny Jim by a sort of alimentary and gustatory miracle. Which is all very well as a grotesque and fanciful proceeding, taking place in the realm of the imagination.

But Force does not belong in the realm of the grotesque and fanciful. The company was not advertising that sort of a dish, but a definite and tangible article of everyday diet, obtainable from a flesh-and-blood grocer at ten cents a package. Translate the analogy into terms of the real world, and you get this; "Force makes people happy. It puts roses in their cheeks, strength in their limbs, sunshine in their hearts, ambition in their minds. It turns a grouch to geniality, a misan-

thrope into a philanthropist, a confirmed pessimist into an optimist."

In short, the grotesque qualities are allowed to slop over, so to speak, into the realm of reality. It is all very well to assert that Force made Jim Dumps happy, for Jim belongs in the realm of the grotesque anyway. But the assertion by analogy that Force will make real men and women happy is instinctively rejected. The analogy simply doesn't "get across" because it is itself grotesque. The grotesque and the real are hopelessly mixed up together. Ascribe any grotesque qualities you please to a purely fanciful object, and they will be accepted, but it is seldom safe to apply the grotesque to an object which you wish the reader to accept as real.

Now I am not saying that it happened that way in every case, nor even in the majority of cases. Sunny Jim, as I have said, undoubtedly sold a whale of a lot of Force. But it happened that way *often enough* to make some other form of copy appeal more profitable. In other words, it took too much money to put Sunny Jim across, and better results per dollar could be obtained in some other way.

But why does not the same objection apply to the Campbell Kids or the Gold Dust Twins? They too, are fanciful and grotesque; they too, draw analogies with a product which is meant to seem real. True, but the analogies themselves are not fantastic. The Campbell Kids suggest that Campbell's Soups taste good, that they satisfy hunger, that they are highly nutritious; the Gold Dust Twins intimate that Gold Dust Washing Powder is a splendid help for washing dishes and cleaning house. Velvet Joe suggests that it is a pleasure to smoke Velvet Tobacco in your pipe. Were he to imply that Velvet Tobacco put roses in his cheeks, or enabled his horse to win at the races, or healed a domestic breach in his household, he would begin to violate the principle of unity, and to lose his power to convince the reader.

Now I am not saying that the reader is conscious of these things; far from it. He does not say to himself that the analogy drawn by Sunny Jim is a violation of the principle of unity. He simply finds it unconvincing, and rejects it, while he may be highly pleased with the rest of the copy. But the analogy is the "whole thing" from an advertising point of view, and when it fails to penetrate the usefulness of that piece of copy is gone.

As a matter of fact, the observance of unity is of quite as much importance to the advertising writer as it is to the dramatist or the novelist. In some respects the advertising writer has the harder job, and a slip on his part is the more fatal. For the dramatist is obliged to maintain the impression of reality only during the performance. He does not care what influence it may have upon the future actions of the audience. But the advertising man is obliged to do more than that. The impression created by the copy must be strong enough to last until some future time when it shall be translated into action. In order to do that it must be *convincing*, and in order to convince the principles of unity must be observed, either consciously or instinctively.

Advertising Substitute Foods to Win the War

"The American business man, proud as he is of his reputation as a money maker, is prouder of one other thing—his reputation of always playing the game, for standing squarely up to his responsibilities, for being a good loser. If he must lose money in order that his country may win the war, he will lose it. Anyway, he can always make more money!"

In these words were the members of the American Specialty Manufacturers' Association challenged to service at their recent convention by Sarah Field Splint, editor of *Today's Housewife* and executive chief of the Food Conservation Division of the U. S. Food Administration. In the course of her address Miss Splint outlined how these important food producers can perform a most substantial service by directing the tastes of the American people into channels where food may best be spared.

"You influence by your publicity and advertising the food habits of millions of Americans," she said. "You oc-

cupy the enviable position of having it in your power to give your nation a large part of the help it needs. Therefore the Food Administration comes to you and says, 'As loyal Americans we draft you into our common service. We ask you to charge yourselves with the responsibility of increasing our exports of four foods urgently needed by our own soldiers and by our allies. They are wheat, meat, sugar and fats. We ask you to educate the public either to eliminate entirely those articles from their diet or greatly to reduce their use. We believe that so far as the individual consumer is concerned this can work no hardship, for by conservation the Food Administration means substitution—not a limited or inadequate diet.'

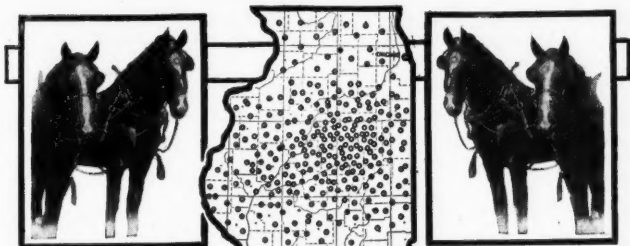
"So I urge you to-day with deep earnestness to preach the gospel of substitution, of a wise distribution, and of a careful use of all food products. If you are a sugar manufacturer, it is clearly your duty to suggest the use of sugar only for the purpose of preserving perishable foods, or in the making of extremely simple cakes, desserts and other sweets which are necessary if a balanced diet is to be maintained. If you now have on the market a bacon, and a brand of baked beans, let us say, I need not tell you that you ought to push the canned beans and to cease to feature the bacon. If you are the manufacturer of a baking powder, point out that breads made with baking powder, corn meal and other of the coarser cereals reduce greatly the consumption of wheat. If you are a macaroni manufacturer the public should know that if macaroni is served at a meal bread and meat should be done without.

"Raisins and dates are acceptable substitutes for candy. Molasses and syrups on bread or griddle cakes do away with the necessity for butter. Cream soups need no meat stock. The use of vegetable fats in America will release the much needed animal fats—with their growth-producing qualities—for Europe.

"It may interest you to know in this connection that already a number of commercial enterprises have begun this practical sort of patriotic service. One candy manufacturer, for instance, has on display in her shop no candies made of beet or cane sugar. Molasses, nuts and raisins, etc., have been made into delicious combinations, and her sales have increased rather than fallen off. The hotels, as you know, are, despite an exacting patronage, striving to decrease the use of wheat, meat and butter. Several baking powder and yeast manufacturers are featuring breads made of wheat and cornmeal or barley, or oatmeal, whose wide use would release much needed wheat."

Now with Pittsburgh "Leader"

F. Alfred D. Seelye has become automobile representative of the Pittsburgh *Leader*. He has been associated with the sales-promotion department of the Firestone Tire & Rubber Company, Akron, Ohio.



"THREE HUNDRED HORSE BREEDERS WROTE THE STORY"

and the 300 circles shown on this Illinois map
are where they live.

The opinion of these 300 horse breeders was the basis for just one *Orange Judd Farmer* article. We could have asked only ten or fifteen men, which is the ordinary way, but not the *Orange Judd Farmer* way. It is a case of "plow deeper" with us always.

140,000 Circulation Guaranteed

Our idea of going the limit to gather all the facts, costs money — big money, but it has built up exceptional subscriber confidence, good will, and advertising prestige.

Put *Orange Judd Farmer* on your list for *Real Results*. It leads—over 70,000 circulation in Illinois.

ORANGE JUDD CO., Publishers

Members of the Audit Bureau of Circulations

30 North Michigan Ave., Chicago, Illinois

New York
N. Y.

Atlanta
Ga.

Springfield
Mass.

Minneapolis
Minn.



ORANGE THE JUDD
WEEKLY
FARMER
Leads in Illinois

Getting the Catalogue Out On Time

A Tried System That Shows Where Every Page Is at Every Stage of Its Journey from Start to Finish

By Joseph R. Bolton

ONE of the most important points to be considered in issuing a catalogue, is just what time the book will reach your intended customer. And after that is decided, the great task before the catalogue man is to get the book out on time. That problem has bothered nearly every man who has ever issued a catalogue.

It is reasonably easy to determine how long it will take to get your book into your customer's hands, *once it has gotten into your hands*, and so the problem becomes how to get it into your hands as per schedule.

In the beginning and at the end, the matter is very simple, for in the beginning the book is wholly imaginary, and at the end it is entirely actual.

But in between—where is it? That is an important question for upon that "in between" time depends your getting the book out on time.

Only one who has been through it can picture the confusion that is all too possible when in the "middle" of a catalogue. Out of several forms of a varying number of pages each—some on coated stock and some on super—there are a certain number of pages that have gone to that well-earned haven of rest for individual catalogue-pages known as "the foundry." You know *they* are there, because the printer tells you so. But—where are the others? Your printer in vain tells you that if he could only finish up *one* form he could start printing that and so save time. Your paper man informs you that the paper for almost all the forms has been delivered.

Then when you try to tie up the much-to-be-desired form that is nearly ready, with the paper

that has been delivered, you find that they don't "gee." Your art man tells you the merchandise people are behind. Your copy writers tell you they are waiting for blueprints. And your catalogue man in charge tells you not to worry—that it will be all right.

This is supposed to be reassuring, but it seldom is. *You* have the money invested, *you* have the responsibility, and if the catalogue does not come out on time, *you* are the one that suffers.

VISUALIZES CATALOGUE'S PROGRESS

Many men who get out big catalogues have a system of some kind to help them keep track of the progress of the work. I have used a plan that is very simple and which enables one to keep in touch with every page of the catalogue from start to finish, no matter how small or how large it is. It has been used time and time again and always successfully.

I call it the "Bird's Eye View Chart-Report System." Its origin and the apparent necessity for its coming into being are interesting. Some years ago I was engaged as a sort of "fifth wheel" in the catalogue department of one of the largest specialty mail-order houses in the country. My instructions were to render whatever assistance I could in whatever capacity I could.

The first day I tried to find out where the different pages of the catalogue were—that is, what condition each page was in, so as to know just how much farther it would have to travel.

They were just at the "in between" stage at that time. The book was presumably more than half way through. Really it was but a quantity of uncollected pages.

(Continued on page 57)

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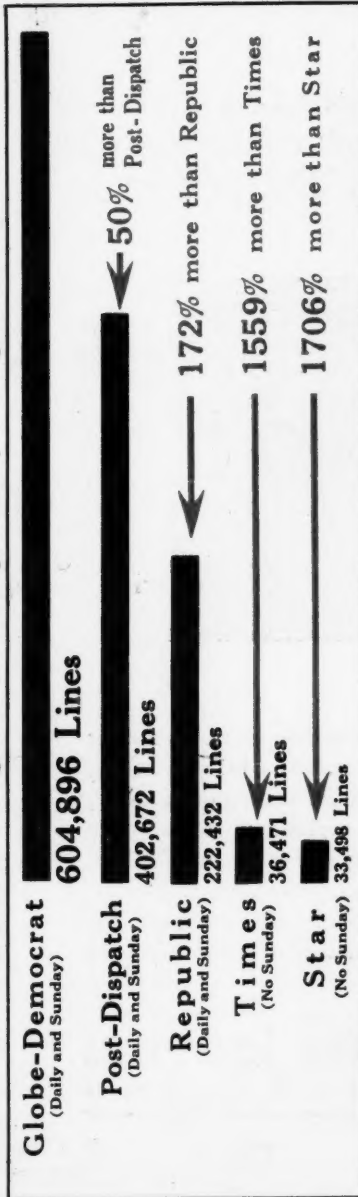
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St. Louis Real Estate Agents' Advertising, January 1 to September 30, 1917



It's a PROCESSION—not a race. The chart shows it. The St. Louis GLOBE-DEMOCRAT during the first nine months of 1917 carried almost as much Real Estate Agents' Advertising as the Post-Dispatch, Republic, Times and Star COMBINED!

And, as you know, Real Estate Advertising is an unerring index to the QUALITY of a newspaper's circulation. The GLOBE-DEMOCRAT'S supremacy is due to the fact that it gives advertisers more than just circulation—it gives RESULTS!

"The Globe-Democrat is the Real Estate Man's BIBLE"

—A St. Louis Real Estate Agent

The Tremendous Power in a Flash of Lightning is Mostly Wasted —



THE resultant thunder makes a lot of noise, and attracts a lot of attention, but a much smaller amount of electricity, controlled and applied to the running of a motor, though quieter and less ostentatious, really does a much greater amount of work—constructive, useful work—year in and year out—for the amount of energy expended.

The Class Journal
PUBLICATIONS

SO THERE are a lot of advertising media that loom larger and fill more space, but the motive power of modern industrial improvement is to be found in the small, quiet, but eminently useful business papers. Their energies are concentrated, localized, focussed upon the object to be obtained, with a resultant efficiency that approaches 100 per cent.

IN THE AUTOMOTIVE FIELD, the Class Journal publications are accomplishing results of an astonishing character for those advertisers who, realizing the concentrated power of these media, have steadily and intelligently made use of their pages.

NOTE CAREFULLY the names of these journals, make inquiry as to the actual results they have accomplished for advertisers of merchandise and workmanship similar to your own.

YOUR CAMPAIGNS, addressed to the motor car, tractor, airplane, motor boat, and the whole automotive field will be greatly strengthened and properly supported, from the ground up, by a proper use of Class Journal publications—Automotive Industries, Motor World, Motor Age, Commercial Vehicle, El Automóvil Americano, and Motor Boat.

The CLASS JOURNAL COMPANY

239 West 39th Street
Mallers Building

New York
Chicago

The Class Journal PUBLICATIONS

AUTOMOTIVE INDUSTRIES

MOTOR AGE

MOTOR WORLD

EL AUTOMÓVIL AMERICANO

COMMERCIAL VEHICLE

MOTOR BOAT

A "Selection" on the House Organ

Accompanied by Cash Register Bells

ONE manufacturer, to test his house organ as supplementary selling effort between visits of salesmen, inserted an order blank in a single issue with an invitation to order direct. Within one month, direct sales totaling more than \$50,000 resulted. What influence was exerted upon orders held for the coming of the salesmen is unknown.

If you are accomplishing good results in distribution without a house organ, you can accomplish still greater results with its aid.

No rightly edited house organ has ever failed to produce. It requires fine editorial sense coupled with merchandising ability to keep a house organ going.

In a recent *Printers' Ink* a symposium on mortality

among house organs proved that the predominant reason for dropping a house organ, whenever this was done, was not that it did not pay, but because the firm had no one within their organization capable of carrying on the publication. This is the best argument we know of as to why you should place your house organ in the hands of men who know.

The House Organ Department of the Arrow Press, Inc., in charge of GEO. F. WILSON, (America's foremost authority on the subject) writes, edits, illustrates, prints, binds and mails house organs. It relieves you of all detail or any part of it you are not prepared to handle.

Let's get together on your house organ. Write or phone.

ARROW PRESS, INC.

Direct Advertising

318-326 West 39th Street, New York

Telephones: Greeley 329, 330, 331

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Some were at the printer's. Some were "in the house." Some were all finished. Some were not started. One of the young men knew which pages were at the printer's. Some one else knew which were in the house, but *where* in the house no one knew. Once in a while a page would turn up from some unexpected quarter. Then occasionally a page from some expected quarter would not turn up at all.

changed constantly so as to keep in step with the daily progress of the various pages. This suggested a chart.

A piece of compo-board formed the basis of the chart. On this I pasted sheets of quadrille-ruled paper, with the edges squared so that the lines of the different sheets would match up with each other.

This was ruled off into lines and divided so that a space about

YELLOW TACK		○ MIDSE SELECTED	RED TACK	⊕ COPY AT PRINTERS	BLACK TACK	● READY FOR FINAL OK					
BLUE TACK		① AT ARTISTS	PURPLE TACK	⊗ PROOF IN HOUSE			PAGE IN FOUNDRY				

PAGE	DEPT.	Oct. 1st	" 2nd	" 3rd	" 4th	" 5th	" 6th	Sunday	Oct 8th	" 9th	" 10th
	Cover	●	●								
	Inside Cover	●	●	●							
1	Introductory										
2	Dresses (2)		○	①	①	⊕	⊕		⊕	⊕	●
3	" (2)		○	①	①	⊕	⊕		⊕	⊕	●
4	" (4)		○	①	①	①	⊕		⊕	⊕	●
5	" (4)		○	①	①	①	⊕		⊕	⊕	●
6	" (3)			○	①	①	⊕		⊕	⊕	⊕
7	" (3)			○	①	①	⊕		⊕	⊕	⊕
8	" (4)					○	○		①	①	⊕
9	" (4)					○	○		①	①	⊕
10	" (4)						○		①	①	①
11	" (4)						○		①	①	①

A corner of the "Bird's Eye View Chart-Report" which will show you the daily progress of your Catalogue

COLORS INDICATED EACH DAY THE LOCATION OF THE VARIOUS CATALOGUE PAGES

After three days of search, the location of every page was found and its exact status determined. I soon saw that this information would almost be immediately out of date, unless there was some method of keeping it alive all the time. Getting these facts on a single sheet of paper, where they could be easily seen was the obvious thing to do. Besides the information would have to be

three-eighths of an inch high and about fourteen inches wide was available to devote to each page in the forthcoming catalogue for its history.


The page number was given at the extreme left in a column by itself. Immediately at the right of this, in the next column, was the title of the page, indicating the department of merchandise to be catalogued on that page, and



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3	" (2)		○	⊙	⊙	⊕	⊕		⊕	⊕	●
4	" (4)		○	⊙	⊙	⊙	⊕		⊕	⊕	●
5	" (4)		○	⊙	⊙	⊙	⊕		⊕	⊕	●
6	" (3)			○	⊙	⊙	⊕		⊕	⊕	⊕
7	" (3)			○	⊙	⊙	⊕		⊕	⊕	⊕
8	" (4)					○	○		⊙	⊙	⊕
9	" (4)					○	○		⊙	⊙	⊕
10	" (4)						○		⊙	⊙	⊙
11	" (4)						○		⊙	⊙	⊙

A corner of the "Bird's Eye View Chart-Report" which will show you the daily progress of your Catalogue

COLORLED TACKS INDICATED EACH DAY THE LOCATION OF THE VARIOUS CATALOGUE PAGES

After three days of search, the location of every page was found and its exact status determined. I soon saw that this information would almost be immediately out of date, unless there was some method of keeping it alive all the time. Getting these facts on a single sheet of paper, where they could be easily seen was the obvious thing to do. Besides the information would have to be

three-eighths of an inch high and about fourteen inches wide was available to devote to each page in the forthcoming catalogue for its history.

The page number was given at the extreme left in a column by itself. Immediately at the right of this, in the next column, was the title of the page, indicating the department of merchandise to be catalogued on that page, and

the number of pieces that were to be shown.

To the right of this column then came twenty blank white squares, which were to represent the twenty days left in which the catalogue must be finished.

Then in the centre of the first blank square (the crossing of the quadrille-ruled lines making it very easy to find the centre) was put in a little silk-covered "map-tack"—the color of that tack representing the condition of that particular page.

The darker the tack, the further the progress of the page. For instance a canary-yellow tack indicated that the merchandise had been selected and turned over to the catalogue department; this was the first stage of any page. A pale blue tack indicated that the merchandise was at the artist's and that the drawing was in hand. A red tack, the next darker shade, showed that the copy had been written, but we had yet to receive the first proof from the printer's.

A purple tack meant that the first proof was in the house and was being read and O. K'd. A black tack was used to show that all the necessary O. K.'s were on the page excepting the final O. K. by the general manager, and a strip of narrow gilt passepartout tape, extending from the right of the second column to the extreme right-hand margin of the column meant that the page was entirely finished and "in the foundry."

Well, when the first chart was finished it did look attractive and important. Here were the different colored tacks against the different page numbers, and at the top on a slanting line yesterday's date, and each succeeding date from that day to the day the catalogue was supposed to be out, on the other lines, each date being invitingly put at the top of the column clearly suggesting that the column beneath that date, was to also be filled in with colored tacks, and almost daring the tack of the day before to repeat its color on the following day unless there was a very good reason for it to do so.

Of course every page had to

pass through my hands so that I could take a note of the changes. These changes were made in a little pass-book which might be called the "day-book." Then at night or early in the morning I would "post" these entries, not in a ledger but directly on the chart.

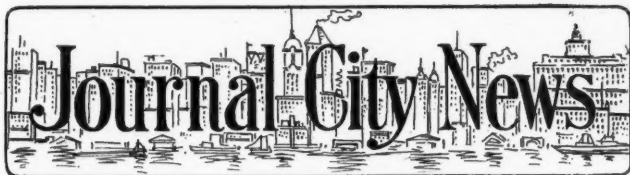
As a matter of fact a small-salaried clerk kept the book. I would call out to him what was taking place when any page "moved." He would put the notations down not in numerical order, but in the order in which they came to him, noting the time of the day the change took place, which often helped us in straightening out some tangle that would occur. Then in the morning, the notes were translated into the different colored tacks.

The very knowledge that there was such a chart-report being kept was a great incentive to the quick moving of those pages.

It is easy for the head to hurry things along a bit if he knows what needs to be hurried. And this is the principal advantage of the "Bird's Eye View Chart-Report System," that it shows to the chief just where he stands at a given time each day.

Later on, changes were made in the chart. Columns were added between the titles of the pages and the date columns, so that it could be seen as the work progressed, just what each page cost for the drawings, who the artist was for that especial page; how much the half-tone engraving for the page cost, and who made it. I also had a blank column after the artist's and the engraver's name, and a date in that column meant the bill had been passed for the work on that date—which automatically guarded against passing the same bill through twice.

The ramifications are endless, but the principle is the same. And the principle is, to have at your fingers' ends every detail of every page in a catalogue, as it progresses, and if carried out in this way, there is no question that will occur to you that cannot be answered at once by reference to the chart.



A MAGAZINE OF ADVERTISING FACTS

Edited by W. R. HOTCHKIN

How New York City Buys AUTOMOBILES

It is authoritatively estimated that more than \$100,000,000.00 is spent for Automobiles each year, right in Greater New York, and a large number of additional millions are invested in cars in New York City's rich suburbs.

More than 125,000 cars are registered in Greater New York.

There are approximately a thousand automobile sundry dealers in Greater New York.

There are more than a thousand Public Garages in New York City.

ONE TENTH of all the money spent in the entire United States for cars and accessories is spent in New York City.

This is why the manufacturers of Pleasure Cars, Trucks and automobile accessories get their biggest returns from advertising in New York City newspapers.

New York City car owners are quickest in the country to exchange their present cars for the newest models. They take greatest pride in completely equipping their cars with every device for their protection, comfort and increased utility. They take most care to have new or good-looking tires.

They are intensely keen to know about new models, new accessories, new comforts, and to replace equipment promptly and enthusiastically, regardless of cost.

There is no such field for profitable car and accessory sales anywhere else in the world; and it is reached directly, thoroughly and resultfully through New York City newspapers.

The COMMODITY That the Advertiser Buys

"What does the advertiser actually get for his money?"

This is a question constantly asked and never completely answered.

In the last analysis the advertiser's money is spent to secure SALES of his merchandise. But the publication cannot deliver "sales" to the advertiser, and it must show other units of recognized value. So the "three-shell game" has to be faced.

One shell is labelled "Quality of Circulation."

Another shell is labelled "Reader - Interest Circulation."

And the third shell is labelled "QUANTITY of Circulation"

The problem of the advertiser is to choose the shell under which may be found the little black ball of "Profitable RESULTS."

True, a certain number of valuable customers are picked up from Quality circulation—and so advertisers keep looking under the wrong shell for the big sales. But those wise and COMPLETELY INFORMED advertisers, who get continuous profitable results from their advertising money have long since learned that

The ONLY Advertising COMMODITY that is ALWAYS Worth the Price paid for it is "QUANTITY OF CIRCULATION."

Number of copies printed and SOLD—THAT is the measure of value—THAT is what the wise advertiser BUYS and THAT is what secures for him the LARGEST NUMBER OF SALES of his goods.

Are You Advertising a Commodity that You Really Want to SELL?

There can scarcely be a national advertiser who wants prestige rather than SALES.

There certainly is no Advertising Manager or Advertising Agent who thinks more about the splendid list of mediums in which his artistic advertising appears than he does about SELLING UP the Factory's Capacity of production, at the lowest possible advertising COST.

THE CITY OF NEW YORK

with its FIVE MILLIONS in the Greater City and TEN MILLIONS within shopping distance presents ONE-TENTH of the Nation's Population and TWO-FIFTHS of the Nation's Buying Power

As a Market for Big Quick SALES

of every commodity of universal consumption

THE NEW YORK EVENING JOURNAL

Member Audit Bureau of Circulations

with its stupendous sworn circulation of

808,608 Daily **NET PAID**

is the greatest SALES FORCE in American newspapers, as hundreds of advertisers have proved.

Where quick, certain, substantial SALES are desired, the New York Evening Journal is always used—no matter what the commodity to be advertised.

On some of the following pages are shown reproductions of advertisements illustrating how the Evening Journal is used by the foremost high-class retail concerns in New York City.

Fifth Avenue's Famous Apparel House

Bonwit, Teller & Co.

Publish their "Full Copy" in the Evening Journal.

"The Specialty Shop of Originations" commands the respect of the trade and the admiration of all fashionable women. It sells the most artistic and highest-class apparel for Women and Misses and has proven the value of securing the patronage of Evening Journal readers for its high-class merchandise.

Below are reproductions of three representative advertisements from the Evening Journal.

VASSAR GIRLS TO SHOW HOW THEY FARM

Women to Visit Work, Call Will Second Soon

HAPPENINGS IN SOCIETY

Society's Mingle Bathing Queen Returns from New York

Miss Dorothy Merrill is Bride of E. A. Davis, U.S.N.R.F.

BONWIT TELLER & CO.

The Specialty Shop of Originations

FIFTH AVENUE AT 86th STREET

YERDAY, OCTOBER 2ND.

WEDNESDAY, OCTOBER 3, 1917

Will Give to Southern Miss.

Washington, D.C. - The Southern Miss.

MISSIE'S APPAREL

Featured by Engaging 3

Tailored Frocks of S

Engaging 3

Stylish Tailored Values

Designed on deeply marked lines

Engaging 3

Tailored and Fur Tr

An assortment of the new style made in

Engaging 3

Missie's Coats and Evening

Coats of silk, with fur trim and

Engaging 3

"FLAPPER" FASHIO

An exclusive type of apparel

Engaging 3

BONWIT TELLER & CO.

The Specialty Shop of Originations

FIFTH AVENUE AT 86th STREET

YERDAY, OCTOBER 2ND.

BONWIT TELLER & CO.

The Specialty Shop of Originations

FIFTH AVENUE AT 86th STREET

YERDAY, OCTOBER 2ND.

Note some of the PRICES quoted:

Misses Fur-Trimmed Suits, \$275.00

Sable Fur Capes, \$650.00

Fur Opera Wraps, \$3000.00

Capes, Scarfs & Stoles		Round & Novelty Hatts	
Hudson Seal Collars	25.00	Hudson Seal Hatts	12.00
Hudson Seal Capes	25.00	Round Hat	10.00
Hudson Seal Scarfs	25.00	Novelty Hat	10.00
Hudson Seal Stoles	25.00	Novelty Hat	10.00
Hudson Seal Wraps	25.00	Novelty Hat	10.00
Hudson Seal Suits	25.00	Novelty Hat	10.00
Hudson Seal Coats	25.00	Novelty Hat	10.00
Hudson Seal Dresses	25.00	Novelty Hat	10.00
Hudson Seal Skirts	25.00	Novelty Hat	10.00
Hudson Seal Pajamas	25.00	Novelty Hat	10.00
Hudson Seal Nightgowns	25.00	Novelty Hat	10.00
Hudson Seal Corsets	25.00	Novelty Hat	10.00
Hudson Seal Hosiery	25.00	Novelty Hat	10.00
Hudson Seal Shoes	25.00	Novelty Hat	10.00
Hudson Seal Gloves	25.00	Novelty Hat	10.00
Hudson Seal Jewelry	25.00	Novelty Hat	10.00
Hudson Seal Accessories	25.00	Novelty Hat	10.00

Original Paris Models and Replicas

Fur Coats, Opera Wraps, Mantles and Capes, 280.00 - 6000.00

THE Gorham CO.

SILVERSMITHS
GOLDSMITHS

Are Regular *EVENING JOURNAL* Advertisers

The word "Gorham" means more than "sterling" on silver; for, in addition to purity and intrinsic value, it also is the hall-mark of true art and faithful craftsmanship in every product on which it appears.

The cut below, reproducing advertisements from the Evening Journal, illustrates the refined and dignified character of Gorham advertising.

THE VALUE OF GORHAM SILVERWARE IS PERMANENT

THE VALUE OF PRACTICALLY EVERY ARTICLE YOU BUY FOR THE HOME DETERIORATES OUT OF ALL PROPORTION TO THE COST, THE MOMENT YOU BUY IT.

GORHAM SILVERWARE, ON THE OTHER HAND, HAS THE IMPERISHABLE VALUE OF BEING WORTH ITS WEIGHT IN GOLD.

THE Gorham CO.
SILVERSMITHS
GOLDSMITHS
FIFTH AVENUE
17-19 MA

INTRINSIC WORTH

IT IS TYPICAL OF PRACTICALLY ALL MERCHANDISE THAT ITS VALUE SLUMPS THE MOMENT YOU BUY IT.

SILVERWARE IS DIFFERENT — IT HAS THE IMPERISHABILITY OF SILVER METAL — IT HAS THE MARKETABILITY OF SILVER METAL — AND ITS TRANSFER FROM THE GORHAM STUDIOS, TO YOUR HOME CAN NOT IMPAIR BY ONE iota ITS INTRINSIC WORTH.

THE Gorham CO.
SILVERSMITHS
GOLDSMITHS
FIFTH AVENUE & 36TH STREET
17-19 MAIDEN LANE

Paris

Best & Co.

London

The Famous Fifth Avenue Outfitters

Are Consistent Users of the EVENING JOURNAL

For more than a generation BEST & CO. have catered to the fine apparel requirements of New Yorkers, and during recent years have added tremendously to their reputation and business volume. In 1912 their contract with the Evening Journal was for 20,000 lines a year, in 1914 it was increased to 100,000 lines a year, and their "full copy" is always placed in the Evening Journal.

Below are reproduced two recent advertisements showing the tasteful character of Best & Co.'s advertising and the high quality of the merchandise advertised.

NEW YORK EVENING JOURNAL • America's Greatest Evening Newspaper • MONDAY, OCTOBER 11, 1917

Rebaptism to Second Liberty Loan-Bestowed Rate

London Paris

Best & Co.

Fifth Avenue at 35th Street, New York
Established 1873

(This side Twelfth night) (This side Twelfth night)

AN IMPRESSIVE SALE OF WINTER COATS



For Women, Misses, Girls & Little Children

Newest Styles	Choice Materials	Favorites
Women's - Coat with long collar, wide sleeves, and a full skirt. Price: \$1200.00 Girls - Coat with a high collar and a full skirt. Price: \$1000.00 Misses - Coat with a high collar and a full skirt. Price: \$850.00 Children - Coat with a high collar and a full skirt. Price: Etc.	Conservative Lines - Coat with a high collar and a full skirt. Price: \$1200.00 Novelty Lines - Coat with a high collar and a full skirt. Price: \$1000.00 Novelty Lines - Coat with a high collar and a full skirt. Price: \$850.00 Novelty Lines - Coat with a high collar and a full skirt. Price: Etc.	Novelty Lines - Coat with a high collar and a full skirt. Price: \$1200.00 Novelty Lines - Coat with a high collar and a full skirt. Price: \$1000.00 Novelty Lines - Coat with a high collar and a full skirt. Price: \$850.00 Novelty Lines - Coat with a high collar and a full skirt. Price: Etc.

Best & Co.
Fifth Avenue at 35th Street, New York

October Display of Fur Coats, Coats, Scarfs and Muffs

Adapted models from foreign design and fashion originated for Best & Company
Priced lower than regular—far earlier selling

Broadtail Coat —chamois skin—42" long with fur collar Black Coat —Bellet Model—42" long—tail trimmed with fur Minotaur and Hudson Seal Coat , April Washed—long Leopard Coat with Hudson Seal, April Washed—long London—Bellet Model —42" long Minotaur Coat —exceptional quality—42" long Minotaur Coat —Yonkford Model—42" long with natural Remorse Remorse Coat Kellyskin and Remorse Coat	Best Hats For Evening For Day For Sport For Travel For Children
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Fur Scarfs in Beaver and Tiger: \$17.50
 Fur Scarfs in mink: 40.00
 Hudson Seal, April Washed, both: 15.00
 Hudson Seal, April Washed, both: 17.50
 Mink Scarfs: \$15.00
 Mink Scarfs: 15.00
 Beaver Scarfs: 25.00
 Beaver Scarfs: 25.00

Special Value Trading
A limited number of Hudson Seal, April Washed coats—excellent quality—42" long—collar and cuffs of Lynx, Skunk or Wolf. **\$185.00**

Infants' Coats at Compelling Prices
The Girl's Coats are of imported material, lined and finished to give a fine, smooth finish. The collar and cuffs are finished with fur. The coat is made by the same method as the adult's coat. The price is very low. Size 1 and 2 years. **\$7.50**
Size 3 and 4 years. **\$9.75**
Size 5 and 6 years. **\$12.50**
Size 7 and 8 years. **\$15.00**
Size 9 and 10 years. **\$17.50**
Size 11 and 12 years. **\$20.00**
Size 13 and 14 years. **\$22.50**
Size 15 and 16 years. **\$25.00**
Size 17 and 18 years. **\$27.50**
Size 19 and 20 years. **\$30.00**
Size 21 and 22 years. **\$32.50**
Size 23 and 24 years. **\$35.00**
Size 25 and 26 years. **\$37.50**
Size 27 and 28 years. **\$40.00**
Size 29 and 30 years. **\$42.50**
Size 31 and 32 years. **\$45.00**
Size 33 and 34 years. **\$47.50**
Size 35 and 36 years. **\$50.00**
Size 37 and 38 years. **\$52.50**
Size 39 and 40 years. **\$55.00**
Size 41 and 42 years. **\$57.50**
Size 43 and 44 years. **\$60.00**
Size 45 and 46 years. **\$62.50**
Size 47 and 48 years. **\$65.00**
Size 49 and 50 years. **\$67.50**
Size 51 and 52 years. **\$70.00**
Size 53 and 54 years. **\$72.50**
Size 55 and 56 years. **\$75.00**
Size 57 and 58 years. **\$77.50**
Size 59 and 60 years. **\$80.00**
Size 61 and 62 years. **\$82.50**
Size 63 and 64 years. **\$85.00**
Size 65 and 66 years. **\$87.50**
Size 67 and 68 years. **\$90.00**
Size 69 and 70 years. **\$92.50**
Size 71 and 72 years. **\$95.00**
Size 73 and 74 years. **\$97.50**
Size 75 and 76 years. **\$100.00**
Size 77 and 78 years. **\$102.50**
Size 79 and 80 years. **\$105.00**
Size 81 and 82 years. **\$107.50**
Size 83 and 84 years. **\$110.00**
Size 85 and 86 years. **\$112.50**
Size 87 and 88 years. **\$115.00**
Size 89 and 90 years. **\$117.50**
Size 91 and 92 years. **\$120.00**
Size 93 and 94 years. **\$122.50**
Size 95 and 96 years. **\$125.00**
Size 97 and 98 years. **\$127.50**
Size 99 and 100 years. **\$130.00**

THE AEOLIAN COMPANY

Last Year Placed 45% of all their Evening Advertising in the Evening Journal

One of the Aeolian Company's representatives recently wrote:

"The Aeolian advertising story is essentially one of quality—the voice of a house, many of whose customers come and go in limousines, and yet one whose service is for mankind en masse—whose greatest products are designed to bring the beautiful art of music to every home."

They have learned how to get their advertising read by the people in the largest number of New York homes, and recently wrote us:

"Consistent and carefully considered use of Evening Journal space is, we believe, one of the important factors in the reduction we have secured in the advertising cost of our sales."



THE MUSIC OF CHILDHOOD

What the Music of the Aeolian-Vocalion Means in the Life of a Child



HE Laughters of all time, song, if you will, is the sweetest of voices. Tender, something from mother's heart, the very soul of mother love. The crowning, dumber song of Schumann, Mozart, Beethoven. These tenderest conceptions of the master mind, played with a fidelity that is possible with this Aeolian-made phonograph alone.

The Vocalion, with its fine, pure tone quality, its absence of stridency, with all its subtle refinement, gives your little one from babyhood the music that is best and greatest.

The Gardens of Verse and Song

We enter the world of the imagination of little children with a sense of reverence.

The sights and sounds of nature have meanings for them too deep, too bright for us to grasp. And over all these dreams is shed the sparkling gold-dust of their belief in Fairy.

The great poets have written verses of enduring charm to reach and enrich the minds of little ones. And master musicians have touched these verses with the magic sound of Music.

If you would enrich your child's whole life—if you would begin early with a vivid element of his education and happiness—let him wander freely through the gardens of song. The verses of such poets as Eugene Field and Robert Louis Stevenson, with the lovely

musical faces of Nervo, Chisholm, De Koven and scores of others have filled the children's paths in these fascinating gardens with fragrance and lasting charm.

The Bedtime Hour

Why not establish for your little one a daily "Bedtime Hour" with the Vocalion? Then, as a special treat or reward for some well-earned, allow him to play his favorite song with the Vocalion, and with it come the music to calm mother and nurse, or lull away to a slumber as his lullaby desired.

You will not be able to see the beautiful picture of your child's imagination; but the rapt, prayer look on the little face will make you doubly sure that the Aeolian-Vocalion has brought a great added happiness to his childhood. And after a few of these "Bedtime Hours" he will go to bed singing the song, words and music—all unconscious of the fact that he is hearing verses of real merit, and developing one of life's greatest accomplishments—a true sense of rhythm.

W. V.

When you hear the Vocalion you will be impressed at once with the remarkable richness and purity of its tone.

When you see the graceful lines of this new phonograph you will appreciate the unexcelled beauty and simplicity of its contour.

When you play the Vocalion you will realize that this delightful invention leads to the Vocalion's unique design which no other phonograph possesses.

The AEOLIAN-VOCALION

Vocalion Prices Are—Conventional Models—Without Gramophone, \$25 to \$35; With Gramophone, \$30 to \$35. Beautiful Art and Period Styles.

THE AEOLIAN COMPANY

Aeolian Hall
11 BROOKLYN
11 Flatbush Avenue

Aeolian Hall
10 MANHATTAN
10 West and Street

Aeolian Hall
10 THE BEACON
10 East 14th Street

This is the Fourteenth year that

The VICTOR
Talking Machine Co.

*Largest General Advertisers in America, Have Used
"FULL COPY" in the Evening Journal*

This appreciation of Evening Journal HOMES on the part of The Victor Company is confirmed by all the large New York distributors of Victor instruments, who also use full copy in the Evening Journal.

Here is a group of Victor advertisements reproduced from the Evening Journal.

[illegible]



-then it's up to your booklet

The success or failure of your advertising plan finally depends upon the orders it produces. Your advertisements may be effective, but after the inquiries have been received—after the prospect's interest has been developed—what then? You stake everything on the order-producing power of your booklet.

Cloth-bound booklets make inquiries **ORDERS—**

Send for our booklet

"Getting Your Booklet Across," our 28-page, cloth-bound booklet, tells why other advertisers are adopting cloth as the standard binding for their booklets and catalogues. Write for it today. Address: INTERLAKEN MILLS, Providence, R. I.

They *get across*. They make the necessary good "first impression." They demand an interview. They look too important for the waste-basket and after sending in an order they stay on the job for future interviews with the boss.

Your printer or binder will quote you on binding your booklet or catalogue in Interlaken Book Cloth. He will also show you the many attractive patterns and colors in which Interlaken is made. 'Phone him now before you forget it.



Interlaken
Book Cloth The standard since 1883

Urges Use of Trained Instead of Volunteer Advertising

Estimate Made That Half of \$5,000,000 Spent for Second Liberty Loan Might Have Been Saved

By Herbert S. Houston

Chairman, National Advertising Advisory Board.

ADVERTISING is undertaking with power and courage and persistency to help win the war.

It has been calling and will continue to call the country to the battle-line of democracy. And the great thing about advertising is that it can speak in one strong voice and deliver one common message to the nation at one time. This unmatched power of advertising, as a means of human appeal, has never had greater confirmation than during the two Liberty Loans.

When we offered our services to Secretary McAdoo, making it clear that the professional service of our members and of the members of all the clubs, whose representative and servant we were, would be without cost to the Government, we stated it as our judgment that news and editorial publicity could not sell the bonds. And I am going to quote the words we put in our printed plan which expressed our judgment on this point, for I am sure you will agree that our judgment has been established to be sound by the experience in both loans. "In this connection let me state the judgment of the Board, based on wide experience and close investigation, that editorial and news publicity, however great its value, will not be sufficient, unsupported by advertising, to place the whole loan. This judgment is based not merely on our own experience, but it is in a clear and irresistible conclusion, drawn from the experiences of all the great World Expositions, from the experience of Mr. Hoover and the Commis-

sion for the Relief of Belgium, from the experiences of England and France in placing their war loans and from countless experiences of railroad companies and business and manufacturing concerns. Publicity gives information but advertising spurs to action."

TREASURY DEPARTMENT IS CONVINCED

The Treasury Department agrees and every banker and business man in the country, who has been in touch with the selling of the bonds, agrees that the view that we thus outlined has been demonstrated to be correct. In Washington last Wednesday I was told by the Treasury Department that everyone agreed that the advertising had been of incalculable and absolutely essential service. It has given the spur to action which was essential to floating the Loan. And as convincing proof of our point as to the necessity of advertising, the number of subscribers to the Loan have been in almost exact ratio to the power and amount of the advertising. For example, in Rochester during the first Loan, 60,000 individual buyers were secured which meant practically one buyer in every family in the city. This was the result manifestly, in very great measure, of the strong and convincing advertising which was carried forward by L. B. Jones, of our Advertising Board. And in Muncie, Ind., a demonstration of almost equal completeness was made. Indeed, there were similar demonstrations in every state in the Union. But I do not need to argue before advertising men as to the place and need of advertising in making a

Address made Monday, November 12, at Indianapolis, Ind., at meeting of Executive Committee, A. A. C. of W.

quick and sure and broad market for anything.

But there is one big and dramatic proof of our case that I must recount for your satisfaction. As President D'Arcy and Mr. Harn and Mr. Hopkins will recall when the members of our Board gathered in New York to complete the plan we were to submit to Secretary McAdoo, we had luncheon with a group of important investment bankers at the Manhattan Club. At that luncheon I asked President Franklin, of the Investment Bankers' Association of America; Mr. Mitchell, President of the National City Company, of New York, and other great investment bankers, how many individual investors there were in the United States. The highest number stated was 500,000. I remember saying that the great Loans that would be needed to win the war could not be floated unless there should be 10,000,000 investors, and that 10,000,000 investors could not be secured without the power and support of advertising. All the bankers agreed that this number of investors or even more would be required.

And here is a great thing to tell you—within forty days from that day 5,000,000 buyers were secured for the first Liberty Loan, and for the second Liberty Loan, as announced last week in Washington, 9,600,000 individual investors were secured—an increase of over 9,000,000 beyond the number that the bankers of the country had secured in a generation by ordinary selling methods. Surely here is a great demonstration of the power of advertising.

There is one point that I must refer to. The National Advertising Board stated in the beginning that advertising space was a commodity, and that it should be bought as such, just as blankets or guns are bought. And that is the view of the Board to-day. It is the view of all advertising men. And that view, in effect, has prevailed. The advertising that has been put behind the great Liberty Loans has been paid adver-

tising. But the Government has not paid for it. It has been paid for by patriotic business men and organizations. Now I shall not stand second to any man in paying honor to these generous and patriotic men who have bought the space which our Advertising Boards have used in the selling campaigns. But I cannot stand here and speak truly unless I say that these volunteer contributions of space resulted in an amazing amount of waste. They made it impossible to carry forward the controlled, efficient and economical campaign, which we had formulated and stood ready to carry out. I state it deliberately, and I am confident that I am well within the mark, when I say that on the second Loan over \$5,000,000 were spent for paid advertising by business men and that an equal result could have been secured by an expenditure of \$2,000,000 by the Government in wisely co-ordinated and wisely distributed advertising.

ALL VOLUNTEERS IN THIS FIGHT

The truth is we fought the fight for the Liberty Loan with volunteer forces, but we are fighting the actual battles of the war with trained and efficient forces. Some day our advertising and selling will be done by those who are best trained to do it, just as our Army and Navy are directed by those who are best able to direct them. And then we shall not have a \$3,000,000 loss through waste, as has been the case in the second Liberty Loan. And this loss and waste have occurred in a time when we are crying to Heaven for conservation and economy. I say deliberately but without reservation, as a patriotic American citizen, that such loss and waste in a time of war is shameful loss and waste. And I say with equal positiveness that the responsibility does not rest on the National Advertising Board or the Advertising Clubs. We have stated again and again that in a democracy—and this war is for democracy—all the people constitute the Government. Therefore

ALL
MERCHANDISE
ADVERTISED *in*
THE NEW YORK
TRIBUNE
is
GUARANTEED

*The New York Tribune's
policy of guaranteed ad-
vertising is a policy
profitable alike to the
ADVERTISER, to the
READER and to The
TRIBUNE.*

Next week's Printer's Ink
page will tell you why and
how it is PROFITABLE
to the ADVERTISER.

The
Tribune Guarantee

You can purchase merchandise
advertised in THE TRIBUNE with
absolute safety—for if dis-
satisfaction results in any case
THE TRIBUNE guarantees to
pay your money back upon
request. No red tape.
No quibbling. We make
good promptly if the
advertiser does
not.

the advertising for selling the Bonds of the Government should be paid for by all of the people and not by a few of the people.

But let me say for the glory of our advertising men—and I say it with the deepest pride—we enlisted for the war. We gave and we are glad to continue to give the Government our best judgment, based on advertising experience that we have paid hundreds of millions of dollars to get. But we stand ready and shall continue to stand ready to help carry out any plan that is adopted. So when the Treasury Department announced its plans we rushed to the colors and fought with so much zeal and enthusiasm as though the plan had been our own.

And that is precisely what we shall continue to do. If we can't fight in regular Army service, where efficiency and economy and controlled advertising are the rule, we shall fight in volunteer service. And the power of advertising is so great and the generous and patriotic disposition of the American people is so great that we shall win the victory whether in regular service or in volunteer service.

ADVERTISING ATTACK IS NOT UNIFORM

But we want to make the point clear that there is a distinction and a difference between a regular campaign, carried on by the nation and a volunteer campaign carried on and paid for by a few citizens of the nation. Let me point out just one of countless illustrations I could give of the inefficient and wasteful result from the volunteer plan. In one issue of the *New York Times* there were five and a half pages of Liberty Loan advertising in this last campaign. Now no one holds the *New York Times* in higher esteem than I do. But there is not an advertising man in this country, worthy of the name, that would take five and a half pages in that paper in a single issue, while any number of papers that reach a large number of possible buyers

were used inadequately or used not at all. But the donors of this volunteer space stipulated where they wanted it to appear. It was not, therefore, within the control of our District Advertising Boards to say how the advertising should be used. The result was wasteful duplication and ineffectiveness.

Just one word as to the things ahead. To-morrow Mr. Hoover will have a representative here to consult with us, and Dr. Garfield, the Fuel Administrator, will have a representative to consult with us as to plans by which we can help save food and fuel. And this is a war not merely of armies but of nations. America is an embattled nation standing for democracy. We as advertising men can increase the military power, the naval power and the economic power of the nation through advertising and we propose to do everything within our reach to see that that power is made irresistible, to the end that Prussian autocracy may be overthrown and democracy and civilization preserved.

Granite to Help Win War

Pointing the way to the release of a greater amount of steel for ship-building purposes, the National Building Granite Quarries Association, Inc., of Boston, suggests in its advertising to architects that they employ masonry to a greater extent. A letter by Cass Gilbert, the architect, is reprinted from the *New York Times*, in which he says:

"There are hundreds of buildings erected in this country every year which could be just as well erected without steel, and in hundreds of others the amount of steel could be greatly reduced. An enormous tonnage could be saved if reinforced concrete, masonry, or other material was used. Practically all buildings of moderate height can be erected without the use of large quantities of structural steel. Reinforced concrete or old-fashioned masonry can take its place, and for a time at least we could well forego the erection of buildings of excessive height. The architects and engineers of America have ingenuity enough to meet our building problems along these lines if they must, and if the owners of prospective buildings will adapt their views a little to the practical conditions of masonry and concrete there is no reason why we should not in the end have even better and more substantial buildings for all structures of moderate height."

Our big JANUARY NUMBER

will be

A Veritable Catalog of American Manufacturers who Export

It is one of our two largest issues every year. This time it will be extra important, with

40,000 COPIES CIRCULATION

among big, important buyers abroad, who are now in the market for large quantities of American manufactured products. It will probably be

BIGGEST IN ADVERTISING VOLUME

of any issue we ever published, with over 800 interesting advertisements, and for this reason copies will be kept by importers for the whole year.

BIGGEST IN RESULTS

Records prove that the advertisements in our January and July numbers each year pull the largest results, due to the combination of extra circulation and the use these issues are made of by importers in buying American goods.

A commanding advertisement of your line in this January number would give you substantial benefits from this issue. Do not let it go to press without attractive copy from you. (We shall be glad to prepare it if you like.)

*What space interests you?
Forms close December 1st.*

AMERICAN EXPORTER

17 Battery Place, New York

The Dealer Influence of PHOTOPLAY

*is as great as that of
any magazine
published.*

SPACE selling has been so full of whing whang for the last few years that a good many people, including some dealers, have been swept far off their course. Any man that ever sold goods to the dealer person, any reader of Printers' Ink who has read what the dealer himself says, has heard the dealer say "Create a demand."

Why keep kidding ourselves about this mysterious merchandising business? There isn't any permanently successful method of short-changing either the dealer,

the consumer or the advertising business itself. The consumer is King, Queen and likewise Jack.

If this is true—and in the sense in which advertising has shown its healthy growth it is incontrovertible—then the Dealer Influence of PHOTOPLAY is as great as that of any magazine published, because PHOTOPLAY satisfies as no other periodical does the reading appetite of its 200,000 people. The degree of interest of its 200,000 readers is unexcelled by the first 200,000 readers who are most enthusiastic about their favorite magazine, and it offers *no waste, no seconds, no forced circulation*. Until you use PHOTOPLAY you are losing touch with the filtered selection of the millions who comprise America's fifth industry.

Booklet on request

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

ANNOUNCEMENT

BERMINGHAM & SEAMAN CO.

announce a change of the firm name to

SEAMAN PAPER COMPANY

as applying to the entire
organization and all officers

The firm of Bermingham & Seaman Co. was founded in 1902. The principal owners and officers at that time were

GEORGE M. SEAMAN
T. C. BERMINGHAM
JOSEPH B. SEAMAN
C. W. SHERMAN
L. H. BIGELOW
GEO. D. JONES

The ownership, officers and directors of the Seaman Paper Company are identical with those of the Bermingham & Seaman Co., with the exception of the interests of T. C. Bermingham, deceased, which have been absorbed by the other principal owners.

CHICAGO

Continental and Commercial
National Bank Building

BUFFALO
MILWAUKEE

PHILADELPHIA
MINNEAPOLIS

NEW YORK

Fifth Avenue Building
200 Fifth Avenue

DETROIT
ST. LOUIS

Canadian Food Controller's Frank Advertising Copy

A warning that if the proportion of food producers to food consumers is not made more equitable, there will be disaster, is the gist of a message which recently appeared in display advertising space in Canada over the signature of W. J. Hanna, Food Controller, the Hoover of our northern neighbor. The Hanna copy, which appeared as a two-page advertisement, carried the headline "Feeding the World Without Farmers!—Hastening Victory by Food Service!" The copy explained that seventeen years ago there were three Canadian farmers to every two city, town or village people—but to-day there are two city dwellers for every farmer. Yet not only must Canada feed her own, but must produce a surplus for the armies and civilians of Europe. "To-day," Mr. Hanna writes, "production is the great need. Without producers food cannot be provided. From our cities there must be an exodus to the farms. The farmer holds the key to the world's destiny. All humanity marches on its stomach. Means must be found of overcoming the disproportion between food producers and food consumers—or disaster is inevitable."

He asks the housewife to substitute at least one pound of other cereals for one pound of wheat-flour weekly per person; to use barley for soup and barley flour for thickening; corn meal for bread and cereal; cornstarch for thickening and puddings; oatmeal for cereal and oat muffins; and buckwheat flour for griddle cakes. When potatoes are served, he suggests abstinence from bread.

Keep Business Lively, Says Mears

"Are Business Men a War-time Menace?" was the subject of an address delivered on November 7 before the Buffalo Ad Club by Charles W. Mears, advertising manager of the Winton Motor Carriage Company, Cleveland, and vice-president of the A. A. C. of W.

Mr. Mears dwelt on the needs of the nation from the hands of the business man. He decried the propaganda that has for its slogan "Stop Spending Money."

"To stop spending money is a false economy," he said, "and the business man who is not in the ranks of fighters can do his most important bit in the aid of his country by sticking to business and helping keep this old world right side up."

"The best kind of American is the man who buys the things he needs in the market and creates the business that produces prosperity that enables the government to carry on. Without a live market we cannot win the war because the market makes prosperity."

"Lead normal lives by earning and spending money. Those left behind must provide the sinews of war by earning and putting back into the trade the money the nation needs."

Editing "Slogans"

The merry, and doubtless interesting, pastime of coining "slogans" does not seem to be waning one whit in activity; in fact, it may be said to be noticeable on the increase.

We have no quarrel with the man who makes an entire slogan all by himself, but we are disposed to point out a certain danger to the enterprising person who aims to contrive a slogan out of what some one else has said. The likelihood of leaving out something or of including a bit too much should warn one to tread with rare circumspection in that direction.

As an example: Posters used for various patriotic purposes bear this as a slogan:

"The time has come to conquer or submit.—Woodrow Wilson."

President Wilson did say that, but he also said: "There is one choice we cannot make, we are incapable of making: We will not choose the path of submission and suffer the most sacred rights of our nation and our people to be ignored or violated."

Of course that is too long for a slogan, but the slogan is there, and in the President's own words. Let us set it out by itself:

"The time has come to conquer."

There we have a slogan that says exactly what the President said, that says exactly what every true American feels, that says exactly what we have set about doing. No "or" or "if" must be attached to it, no suggestion of submission must accompany it. "The time has come to conquer." That is our supreme business until the task is done.

Most of our slogans need editing, but this one cried so loudly for the blue pencil that we could not refrain from using it.—"Valve World."

Breuninger Ties Up With O'Keefe

Alfred W. Breuninger, recently production manager of the Atlas Advertising Agency, New York, has been made head of the plan, copy and merchandising department of the P. F. O'Keefe Advertising Agency, Boston. Mr. Breuninger was for five and one-half years with N. W. Ayer & Son, Philadelphia.

Represents "Furniture Merchants' Trade Journal"

H. C. Lee has been appointed Middle Western representative of the *Furniture Merchants' Trade Journal*, of Des Moines, with headquarters in Chicago. He succeeds Russell Bandy, who has joined the Aviation Corps.

Baker Leaves Columbia Graphophone

Edward M. Baker has resigned as advertising manager of the Columbia Graphophone Company, New York.

Decision of Fuel Head Affects Electric Sign Advertising

In Order to Save Coal Dr. Garfield Decides That Much of This Advertising Can Be Eliminated

BETWEEN the hours of 7:45 and 11 P. M. in the evening, the great electric signs along Broadway, New York, will continue to flash. They will not be turned on until 7:45, and after 11 P. M. Broadway will do without the help of the signs illuminating the Gay White Way. H. A. Garfield, at the head of the Government's fuel commission, has determined that many of the electric display advertisements are unnecessary at this time. The order when issued will affect all cities.

The object, of course, is to conserve coal. The interests affected have been at Washington conferring with the fuel head regarding the amount of coal that will be saved. There is a considerable amount of conjecture.

As nearly as can be estimated, 250,000 tons of coal are consumed a year in order to furnish light for all exterior display signs; and many of these signs, it must be borne in mind, do not fall under the classification of so-called extravagant advertising. H. M. Edwards, of the New York Edison Company, who for several weeks has been compiling data upon conditions the country over, estimates that 10,000 tons of coal a year are consumed in New York to furnish light for all exterior display. He further informs PRINTERS' INK that were the lights to be turned off from the signs which are under discussion, the effect upon the New York Edison Company's coal pile would be almost unnoticed.

The loss to the advertising firms handling this kind of publicity if the night advertising displays were darkened would amount to over a million dollars. One New York company alone does a business of over \$750,000 a year. Not only would this be lost, but in addition it says it would have to make

good its contracts with property owners under present long-term leases amounting to over \$400,000.

From a business standpoint, New York's Great White Way has big value, the outdoor sign men declared. The electric light display is unequalled anywhere else in the world. The advertising messages they carry are pleasingly impressed upon the minds of hundreds of thousands of people nightly. Put out the lights of Broadway and that thoroughfare would become as dull and lifeless as the public square of a Missouri village on Sunday night.

O. J. Gude, chairman of the committee representing outdoor advertising interests, in speaking on the subject, said: "Why dim the lights when our boys are leaving home to go to the front to fight in the trenches? Let us send them off with good cheer in their hearts and brightness in their eyes. Don't add the gloom of extinguished lights to the sorrow of their parting with relatives and friends.

"Why let the Kaiser turn out the lights of Broadway without even sending a Zeppelin over here in an attempt to scare us? It is said that the darkening of London and Paris gave Berlin more joy than almost anything else that has occurred since the war started. Why add to its pleasure by putting New York on the list?"

At the close of the hearings Mr. Noyes announced that he would submit the facts and arguments to Commissioner Garfield, who was the court of last resort in the matter.

In Aviation Service

David W. Howe, of the advertising department of *Scribner's Magazine*, son of W. B. Howe, publisher of the Burlington, Vt., *Free Press*, is now a full-fledged aviator and is "somewhere in France."



Mapping Out The Boston Canvass

Help your Boston salesmen conserve their sales energy—help them cut out all waste motion, all guesswork in connection with the Boston canvass—help them speed up their calls and get a stronger grip on their work.

The Merchandising Service Department of the Boston American will help your men map out each day's canvass, show them all the short cuts so they can make every move count. We have here **Trade Maps** which show the exact location of grocers and druggists—arranged in order of call. These maps are for the use of salesmen while in Boston.

And that is only a part of the work done by this department. We are equipped to make thorough trade investigations, to analyze local market conditions and dig up facts which will help advertisers strengthen their Boston campaigns.

Ask us how this department works—what we have done for advertisers—you'll not be obligated in any way.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

New England's Greatest Home Newspaper

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

Fuller & Smith Advertising - Clear

In the
other bu
two dist

Solic
Service
importa

er ith Cleveland



In the modern advertising agency, as in every other business, service and solicitation should be two distinct and separate lines of effort.

Solicitation is business-getting and is important. Service is business-keeping and is infinitely more important.



*We submit the
Documents in Evidence*

IMPORTANT interests are at stake. The original documents and correspondence bearing on the contract will determine the verdict. Now you appreciate, as never before, the value of

Worthmore Bond

The writing, though somewhat faded, is still perfectly legible against the pure white background of Worthmore rag fiber stock. There is not a break along the folds of a single sheet. And no photographs of the records are necessary to protect your rights—you still have the duplicate copies on tinted sheets of unchanging Worthmore Bond.

Truly much better economy than using a commonplace writing paper at a penny a dozen sheets lower price.

Ninety-seven items in stock. Samples on request.



The Whitaker Paper Co.
CINCINNATI, OHIO

Birmingham

Detroit

Atlanta

Bay State Division

Boston

Smith, Dixon Division

Baltimore

New York Office
Astor Trust Bldg.

Chicago Office, Continental
& Commercial Bank Bldg.

Advertisers Affected by Shortage of Small Coins

High Price of Silver May Lead to the Issuance of Fractional Currency

JUST when the U. S. Food Administration is bringing to bear all possible pressure for the more extensive adoption of odd-penny prices, the United States finds itself in the throes of a "penny famine." Mints, working twenty-four hours per day, have been unable to keep up with the demand, and the United States Treasury and the sub-treasuries have been short tens of millions of coppers as compared with their normal surplus or reserve stock. Although a report from Washington states that the supply is now once more ample for present needs, the demand is bound to be urgent for a long time to come.

The activity of trade and the increase in the uneven pricing of articles to take care of mounting costs of production started the drain on our stock of pennies. But as a matter of fact these primary causes of the "famine" are as nothing compared with the new factors that are now appearing, notably, the new "stamp taxes" and war-revenue imposts which are extensively in odd denominations. One consider, for example, the effect of the new scale of prices at the "movies" which makes the admission charges 11 cents, 17 cents, 22 cents, or 28 cents. On top of it all impends the Christmas trade which taxes the nation's resources in small coin even as the moving of the crops drafts the currency of all denominations.

If the shortage in pennies were the only monetary problem that threatened to affect directly or indirectly the interests of advertisers it might not be worthy of more than passing notice, but as a matter of fact it is but one element in a development of extended scope. Along with the famine in coppers has come a world-wide shortage of silver that has sent the prices of bullion higher than

it has been at any time in a third of a century. The disturbance of the normal flow of silver coin has lately compelled officials of the United States Government to give serious consideration to the advisability of reviving the old "shinplasters" of Civil War days—small currency or scrip of denominations of 25 and 50 cents.

Meanwhile the banks and retail trade interests throughout the country are being seriously embarrassed by an insufficient supply of low-denomination currency, the \$1 and \$2 bank notes. Added to all these influences there must be taken into account the urgent recommendation of the Director of the Mint, who has made a plea to Congress for a new coin, a 2½-cent piece that would bridge the gap between the penny and the nickel.

HIGH PRICE OF SILVER AND THE REASONS FOR IT

To the business man who looks upon the shortage of pennies and the shortage of currency as purely manufacturing problems, probably the most interesting angle of the situation is found in the shortage of silver, or rather in its high price. This has its effect upon domestic trade, and in even more marked degree, as will be pointed out later in this article, it will have its effect upon international trade, particularly upon the export trade of the future when American manufacturers, released from war orders, will make a rush for foreign business, and when they will bump up against this new importance of silver as a fact and not a theory.

Quite aside, however, from the relation to the money situation of the world's sudden stampede for silver is the effect upon the arts and industries. A considerable number of manufacturers use silver primarily or incidentally in

making advertised products, and if the high prices of 1917 continue for any length of time, readjustments will be in order in various quarters. Then, too, there will be the effect of this silver stimulus upon American copper and zinc production, which only goes to prove how well-nigh endless are the ramifications of this subject, if you choose to run them down.

The North American continent ranks as the great silver storehouse of the world, and yet only about one-third of the silver produced in the United States is extracted from dry or siliceous ores, that is to say, is obtained from what the layman would designate as straight silver mines. The great bulk of American silver comes from copper ores, lead ores and lead-zinc ores. This is why the mine strikes of the past year in the copper districts, resultant in great measure from the mischief making of the I. W. W., have had a detrimental effect upon silver production. As a matter of fact, increases in American silver output have been recorded these past few years, but the increases have not been what they would have been under ideal conditions, and this increase has been lost in the shuffle of the world's increased demand. Furthermore the disturbed conditions in Mexico scaled down production in the neighboring country, normally an important source of this precious metal.

We cannot do better than instance the current state of affairs in Mexico as illustrative of how upsetting the silver situation may prove to trade movements in general. With "dollar silver" a reality Mexican silver coins, alike to Philippine silver pieces, became worth more than their face value. That is to say Mexican money has been, as a banker would express it, "worth more dead than alive." It was because trade faced this topsy-turvy state of affairs that the Mexican Government recently took under advisement the proposal to reduce the size of the Mexican silver dollar, so-called.

Uncle Sam, too, came within one of closing a deal to buy from the Mexican Government for gold some 6,000,000 Mexican silver pesos to be melted and coined into United States subsidiary silver, so that even here we find evidence of how this silver dilemma is translated into terms of American business.

Back of the announcement that silver coins are commanding a premium in China is, however, the deepest significance of the silver situation for American men of affairs. Quite aside from the fact that not so long ago China was shipping silver to the United States to relieve our urgent needs, and that sooner or later this silver must be paid back, is the larger meaning in the message that China and the entire Orient are hungry for silver, and in the East, as the situation is now sensed, is to be the best market for Yankee manufacturers after the war.

Without starting a long story it may be mentioned in passing that there is a definite and very interesting connection between the Chinese demand for silver, and the trade expansion which Japan has found opportunity to make since the world war began. In the main, though, the present status is merely an accentuation due to the war of a condition that, from one cause or another, is natural in the Far East. China's demand for silver is, however, a logical and legitimate demand in contrast to the unhealthy demand of India—the indulgence of the latter during the early days of the war being one of the reasons that the world now finds itself in an uncomfortable predicament with respect to silver.

ASIA AND EUROPE BOTH HOARDING SILVER

To say that the Chinese demand is a legitimate demand is to say that China being on a silver basis is within her rights in demanding payment of all obligations in silver. Furthermore the Chinese custom of squaring accounts, such as labor charges, at

(Continued on page 88)

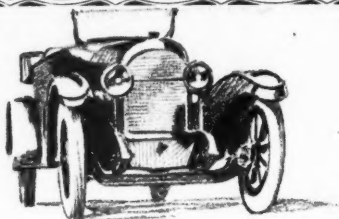
SINE DUBIO



WITHOUT DOUBT—that is the idea which makes Royal electrotypes *reliable*. It is not that we have any secret processes for making duplicate plates, but simply that we handle your half-tone originals with infinite care, and make sure as we go along that each motion is perfectly performed. Then, too, Royal has the advantage of long experience in specializing on the finest of color work for The Curtis Publishing Company and others. When you specify that Royal shall make your electrotypes, you have exercised all the caution that is necessary and you can concentrate on finishing the job. Send for proofs of Royal color plates taken from the last few copies printed from long runs, and estimate for yourself the value of our idea—Without Doubt.

ROYAL ELECTROTYPE COMPANY
620 SANSOM STREET PHILADELPHIA





He Wrote for Six Booklets

FIVE Booklets failed. That is obvious and was to be expected.

The sixth booklet made the sale. Let us consider that booklet.

In one detail at least, it had to be perfect. The PAPER had to be good enough to make the message of the type and pictures inviting.

* * * *

The "make-ready" is about the most important work the pressman does. This work is done with absolute relation to the weight, thickness, and surface of the printing paper.

If there are variations in the paper, there will be variations in the copies of the finished job.

It has long been essential to economic printing that papers should be made to fixed standards of size. It is equally essential to good press-work and fine printing that there be dependable standards in color, weight, thickness, strength, surface, tenacity of coating, and a lot of other things you never thought of.

It is the use of standardized paper that produces the booklet which sells merchandise in competition with other booklets.

The Warren Standards are papers known by name. To the man who is going to get out good printing these names connote or should connote the typical uses of the paper.

For instance, *Warren's Cameo*—a dull-finished, ivory-like paper which gives to half-tones the depth and softness of



But Bought Only One Car

platinum photographs; *Warren's Lustro*, the highest refinement of surface in glossy-coated papers; *Warren's Silkole*—smooth, semi-dull coated paper that gives wonderful contrasts on cuts of the finest screen; for large editions, *Warren's Cumberland Coated*—renowned for easy uniform working through the press and for its folding qualities; *Warren's Printone*, "Better than Super, Cheaper than Coated," has the smoothest surface obtainable in uncoated printing papers.

Get and Use Our 1917 Suggestion Book

Sixty-eight pages showing the Warren Standard Papers printed with cuts both simple and difficult to reproduce. We have shown the kind of paper best suited to a great variety of subjects and engravings.

This book can only be sent to printers, advertisers and sales managers, engravers and their salesmen. Write on your business letterhead.

S. D. WARREN & CO., 200 Devonshire St., Boston, Mass.

Constant Excellence of Product—the Highest Type of Competition



Printing Papers

the close of each day's business necessitates the use of an immense amount of small silver. The demand in India, on the other hand, is a demand for hoarding, which takes permanently out of circulation all the silver upon which hands can be laid. When during the early period of the war, India furnished considerable quantities of supplies to the belligerents, payment was exacted in silver, which was promptly lost to the world. In due course the British authorities became alarmed at this absorption of silver, and took measures to prevent the importation of silver into India, but not until more than \$100,000,000 had passed into possession of the natives to disappear forever from the channels of trade.

With the coming of the third year of the war there was to spring up in Europe a practice little better than that which had been denounced in India. The people began to hoard silver. It is this circumstance that will convince almost any American business man that silver is a factor to be reckoned with henceforth. The hoarding of silver was resorted to because gold is unobtainable. Indeed, it is a common saying that in Germany the Government has hoarded all the gold, and the people have hoarded all the silver, in consequence of which there is nothing but paper money in circulation. Although the peasants on the Continent would prefer to have gold to tuck away against the proverbial rainy day, they will accept silver as a substitute rather than to put their trust in currency.

As luck would have it, too, circumstances have favored the inhabitants of various sections of Europe, including neutrals, such as the Dutch and the Swiss, in their ambition to absorb silver permanently. It has been imperative to pay the soldiers on the western front in silver. Even our American troops are being paid in silver, special arrangements having been made to that end. This course has been pursued partly because soldiers of all nations as a

class always prefer silver which is not so readily lost as paper, but in the present instance there has been the additional consideration that the problems of exchange require the use of silver coins of which all nations have approximately equivalent denominations.

Some of the ablest trade experts in the United States have recently confided to American manufacturers that if they wish to win in the Chinese market after the war they must, in even greater degree than heretofore, think and act in terms of silver coinage. It would not be so preposterous as it might have appeared in the past, were the same advice to be given with respect to European countries. The silver situation combined with the other exigencies of war are imparting a decided jolt to the gold standard to which virtually all the world save China has so long been committed. Among far-sighted men there is some talk nowadays as to the possibility of the remonetization of silver, and some students of the situation go so far as to predict that certain of the European nations will have to repudiate their debts unless they find it possible to have their silver coinage accepted on a parity with their gold.

NEED OF FRACTIONAL CURRENCY BECOMES URGENT

Even the American advertiser who finds it difficult or bothersome to reduce world-wide trade movements to terms of his own affairs must recognize certain portent in the antics of silver during the past twelve months. If he is not impressed by the prediction that silver will be tightly held for many years after the war, he cannot but read between the lines of the announcement that in the nine months ending October 1, 1917, the United States Mints turned out silver coins to the amount of \$14,000,000 as compared with a coinage of \$1,000,000 during the corresponding period of the previous year which might be accounted a normal interval. On the face of the thing it might mean nothing to American busi-

22,265

Lines of Political Advertising

were placed by candidates in the
issue of Sunday, Nov. 4, of the

Bronx Home News

The Home News is an absolutely independent paper, and consequently receives no political advertising that is designated by the County chairmen of the two dominant parties. This character of political advertising is simply political pap fed to the feeble out-and-out party organs.

When candidates wish to be elected, however, it becomes a cold-blooded business proposition of reaching the public in the best and most economical way.

Therefore every party—Democratic, Republican, Independent, Socialist and Woman Suffrage—used The Home News, for they knew that it reached

100,000 Bronx Homes

The Bronx Home News published on November 4, the Sunday before election, nearly three times as much advertising by candidates for office as all the big Manhattan dailies combined. Here are the figures in detail:

Bronx Home News

22,265

N. Y. American.....	3,400
N. Y. World.....	2,340
N. Y. Herald.....	1,300
N. Y. Times.....	500
N. Y. Tribune.....	None
N. Y. Sun.....	None

Total. 7,540

BRONX HOME NEWS, 373 E. 148th St., N. Y. C.

There are two other editions of The Home News—The Harlem and Heights edition, Wednesday and Sunday (100,000 each issue), and The Yorkville edition on Friday (50,000).

Downtown office, O'Flaherty's N. Y. Suburban List, 225 W. 39th St., N. Y.

THE PURPOSE OF THIS PAGE
IS TO ANNOUNCE THAT THE
1918 ADVERTISING CAMPAIGN
OF THE

BLACKSTONE INSTITUTE

WILL BE CONDUCTED BY THIS
ORGANIZATION

COLLIN ARMSTRONG
INCORPORATED

GENERAL ADVERTISING AGENTS
FOURTEEN SIXTY THREE BROAD-
WAY AT FORTY-SECOND STREET
NEW YORK

LONDON

TORONTO

PARIS



Every 18 karat individual in this business of advertising is interested, and vitally, in broadening his business vision.

It is for just such individuals—those of us who really and truly are in earnest about enlarging our own futures and the futures of everyone with whom in the day's work we come in contact—that the Modern American Law Course and Service, as promulgated by the Blackstone Institute, is peculiarly and particularly intended.

By virtue of the fact that in every action of our business day, directly or indirectly, there is a point of law involved—and further, that every business transaction is based, absolutely, upon some legal principle—it is well that we have a first-hand knowledge of the law as a foundation for each and all things in business that we do.

Members of the Collin Armstrong organization are studying and absorbing the facts of this case—and, we are becoming better business men, with broader business viewpoints because of it.

If, through recording here our endorsement of the Blackstone idea, any Printers' Ink reader should be led to contemplate an enrollment in the Blackstone Course and Service, we shall feel that we have rendered that individual a genuine service—a service which cannot but result, and incalculably so, to his distinct and definite good.



NEW SIZE NEW PRICE

With the February Issue

PHYSICAL CULTURE

becomes a flat sized magazine. In the new size the type page will measure 7 x 10 3/16 inches, which is rapidly coming to be known as the new standard size.

With the advent of the larger size, the selling price of PHYSICAL CULTURE will be advanced to

**20c per copy
\$2.00 by the year**

At the new price PHYSICAL CULTURE is going to be a better magazine, typographically, editorially, pictorially and in every other conceivable respect. We are going to make our readers glad we raised the price—glad to pay the additional 5c per copy in the additional value which it will bring them.

The printing order for the first issue of the new PHYSICAL CULTURE will be

165,000 copies

PHYSICAL CULTURE PUBLISHING CO.
Flatiron Building - - New York City

ness men that silver coins have within the past few weeks been withdrawn from circulation in Italy, because of the high price of silver, and yet, when you come to think of it in connection with America's extensive Italian population and growing trade with Italy, this distant alarm may have an echo close to home.

At least, the American advertiser who has been using coin cards, will sit up and take notice when he hears the Director of the United States Bureau of Engraving and Printing predict, as he recently did to a group of United States Senators, that if silver continues to pursue its present price course, it will not be longer than six or eight months before the Secretary of the Treasury will be called upon to issue fractional currency. And all the while the American demand for circulating medium, paper as well as coin in the smaller denominations, grows apace. So much so that the United States Treasury has had to abandon for the time being the practice of washing or laundering used currency before reissuance. Employees cannot be spared thus to rejuvenate the paper money and accordingly the silver certificates and the \$1 and \$2 United States notes are being sent out without a bath to brighten them up.

California Tractor Manufacturer Advertises

A farm-paper advertising campaign in the Far West is in progress in behalf of a tractor called the "Bean Track-pull," made by the Bean Spray Pump Company, of San Jose, Cal. The campaign as laid out will run up to June, 1918, and it is planned, also, to extend it to the eastern territory, inasmuch as the company has a factory in Lansing, Mich. The Los Angeles branch of Lord & Thomas handles the account.

Until a year ago the Bean company advertised only its power sprayers.

New Advertising Firm in Winnipeg

Ralph Alan Cooper and Geoffrey Robinson have opened offices in Winnipeg, Canada, under the name Cooper-Advertising Service.

Your Opportunity—Your Privilege— Is to Contribute to the \$35,000,000 Fund of the Y.M.C.A. for War Service

(Continued from page 1)

even that there is no way in which America can help the Cause more than by placing at the disposal of the entire Allied Armies the practical and constructive agencies of the Young Men's Christian Association.

America has entered this war as the final reserve of civilization. But the battle has reached the stage where it is the souls and spirit of men that are fighting. Nerves, endurance, *morale* will win.

And it is just this spiritual support that is the high task of the Y. M. C. A. in war. It is your privilege to help that this task be carried on—give and give quickly.

No act of your life will have more weight, or bring you more lasting satisfaction than that which measures your generous contribution to this work. Its human service should be dearer to you than the wealth of the world.

Give now! Our national campaign for this fund ends Nov. 19th. Send your check to Cleveland H. Dodge, treasurer, National War Work Council of the Young Men's Christian Associations of the United States, 124 East 28th St., New York.

(Advertisement)

Selling the Five Classes of Storekeepers

A Plan Which Educated Salesmen to Use Brains Instead of "Patter"

By a Sales Manager

ONE of the things which a salesman has to guard against if he wishes to be a good salesman, is centering his thought entirely on the story of his goods. It is the first sign of a deadening sales lethargy, and if he is not jolted out of this attitude of mind the result is sure to be a humdrum presentation of his subject, and the salesman degenerates into a mere order taker.

Order taking is about the dull-est occupation on earth. And selling is the most fascinating game a man can play, because it brings his brains into action and sharpens his wits. It is never a dull game, no matter how old a story the goods themselves are, for the salesman centers his attention on the mental play of his prospect, fences for his opening, and drives home the sale when he has uncovered the weak point. And there always is a weak point.

When I took over the sales managership of a certain grocery specialty, which must be anonymous here, I found an organization of a dozen or so men who apparently had fallen into a rut of presentation. The story of the firm's product had become an old one to them. I saw signs of this in the fact that all the men had certain storekeepers in their territories whom they sold, and others from whom they never got an order. I tried the expedient of throwing salesman A against the prospects that B had failed to land, and vice versa. The results were a few new orders, enough to demonstrate that A and B each had his individual and stock method of introducing himself and his goods. That of A was suited to certain of the men B had failed to land, and B's methods evidently worked in a

few quarters where A's had not. But that was by no means a solution of the difficulty. It was merely a diagnosis test.

It was my first experience in selling the grocery trade, and it was quite clear that the first thing for me to do was to take my little case of samples and go right out after first-hand orders and first-hand experience if things were to be bettered.

One of the first men I tackled was a chap on whom we had called time and time again, who was handling the line of a competitor and who had never given us a look-in. I opened up on the point of the profit he could make on our goods, but he fired back in the middle of my first breath:

"Young fellow, I don't need anybody to come in here and tell me how to figure profits."

ORDER FOLLOWED VERBAL DRUBBING

He followed this up by "proving" aggressively and to his own evident delight that he knew more about my goods than I did or anybody connected with my firm. In fact, he knew more about them than all of us put together. He knew that though our price allowed him a greater percentage of profit, the goods "would not move as fast," and gave the scathing ha-ha to the argument that quick turnover was the strong point of our line. So I let him go on, to see how far he could go, and the more I gaped at his wisdom the more pleased he became. When he had poured forth his vials of scorn to the dregs he concluded by saying:

"Young fellow, I'm going to give you an order, because God only knows when you will get another one. You're the rottenest salesman I ever met."

QUADRUPLED SALES *in* CLEVELAND



Just one year ago, The Cleveland Macaroni Company, makers of "Golden Age" Brand of Macaroni products, placed their account under the direction of our Specialty Department.

Their Sales in Cleveland for the preceding year had been under 25,000 cases. During this year, our Specialty Department has passed over orders for 177,000 cases. Probably 100,000 cases will be delivered, as their new factory building, promised complete early this year is not as yet fully running.

Today, Golden Age Macaroni is first and foremost in the Cleveland territory, and this year's sales are expected to be doubled next year.

Is it not reasonable to expect greater returns when your product is handled thru a Food Broker who *KNOWS* Cleveland conditions and has the organization there with which to produce results?

Manufacturers, who wish to consider more active representation in Cleveland territory are invited to write

SPECIALTY DEPARTMENT

The PAUL E. KROEHLE Co.
FOOD BROKERS

SWETLAND BUILDING

- CLEVELAND

I took the order meekly, and left without revealing the position I held. It's no hardship to take a verbal drubbing if the compensation is the introduction of one's line where comparison with a competing one will do it most good.

I went back to see that man later, and taking my cue from experience, slipped in, sort of perfunctory-like, and opined that he didn't want to give us another order, giving him the opportunity, which he seized, of knocking me all into a cocked hat by forcing an order on me.

This was an extreme case, of course, and is mentioned principally because it was such. But the point is, that as I went farther and farther in my rounds it began to dawn on me how often the various receptions of my opening attacks were duplicated. The grocers gradually fell into different types, one easily distinguishable from the other. I don't mean to say that many individuals did not exhibit the characteristics of two or three of the types, but I do mean to say that in each one a single characteristic was sufficiently predominant so that in the last analysis the sale hinged on the playing of that characteristic.

THE SEVERAL VARIETIES OF THE GENUS DEALER

They fell into just five classes. As the number interviewed grew I tried to increase the classification, but the best that could be done was to make unessential sub-classifications. I tried to narrow down the classification. It wouldn't work. It has been three years now, and in those three years half of my time has been spent among the trade, developing new territories, waking up sleeping ones, and training new salesmen. I've subjected that classification to every test I know, and it still holds good. Here it is:

1. THE PROGRESSIVE DEALER—This man has a sense of real sales values. He's hunting for goods on which he can make

profits. He wants all the information you can give him, and the straight presentation of a worthy proposition is all that is necessary with him. He's a salesman himself.

2. THE TIMID STOREKEEPER—He's likely to admit that you have a splendid article, but he scratches his head and doesn't know whether he could get rid of a case or not. No, he'd rather "try it out on a small scale first." He won't take a case, but he'll take a dozen, and see how it goes.

The symptoms of this type are easily recognizable early in the interview. Our men are told to jump in at the first head-scratch and start to ward off descent from a case to a dozen by talking big. They will, for instance, tell of some specific instance where a dealer placed a large order, such as the following:

"Just to show you how this stuff goes: You've heard of John Blank in Rochester. Well, that town is new territory for us, and I showed our product to Blank for the first time last month." There follows an account of the big sales possibilities, as unfolded to Blank, of how Blank placed his large order, and of the amount which Blank sold.

It is important to get this recitation of a specific instance across before Mr. Timid Storekeeper voices his desire to place a small order. It prevents his discounting the incident, and as he has not yet announced his stand, it relieves him of the necessity of admitting error, a thing that most men find very hard to do, and which many will not do, even in the face of a slipping opportunity.

3. THE DUSTER—The characteristic of this man is that he tries to ignore the salesman's presence and make him feel superfluous. He centers his attention on dusting off his counters and shelves while the salesman wastes his sweetness on the desert air. Maybe, when he gets through dusting, he looks bored, and adds up a column of figures. He answers questions with noncommittal

(Continued on page 101)

THE NASH MOTORS COMPANY

Manufacturers of Jeffery Cars and Trucks

KENOSHA WISCONSIN

November 3rd, 1917

Poole Brothers
Clark and Harrison Streets
Chicago, Illinois

Gentlemen:

You have now been printing all of our instruction books and parts price lists, as well as various other classes of work, for a period extending over approximately two years, and we feel that it is in order for us to inform you of our idea of the class of work which you have done for us.

We wish you to know that we are extremely well satisfied with the class of printing you have done, irrespective of whether same has been compiled in English, French, Russian, Spanish, etc. Particularly, we are pleased with the excellent service you have given us in taking care of our requests promptly, with at times a great deal of inconvenience to yourselves.

We are furnishing you today with the necessary data for printing a parts list and instruction book for the type of Nash Quad going thru our production at this time for the United States Government, and feel sure that you will handle this order in the same efficient and prompt manner as you have many other orders which we have had the pleasure of furnishing you.

Yours very truly

THE NASH MOTORS COMPANY

J. L. King
Service Manager

LLV.MR

Difficult Problems

EVERY National advertiser is today, more than ever before, confronted with difficult problems in the preparation of his advertising literature. Accurate translations of technical matter in foreign languages, the proper arrangement and layout of intricate mechanical movements, and the correct display of graphic descriptions is today receiving the most careful consideration.

The calling of men to the colors and the ever-increasing scarcity of trained salesmen has made the problem of *Mail Salesmanship* one of utmost importance.

People Bros. organization of trained printers, layout men and artists is giving a complete service and is ready to co-operate with any advertiser in the preparation and production of advertising literature.

Poole Bros.

CHICAGO

Printing Service For Advertisers

Can You Answer These Questions?

- 1: Volume of circulation—how much larger than magazines?
- 2: Distribution—how much wider than newspapers?
- 3: Class—why comparable with the finest?
- 4: Repetition—in what way superior to rigid daily, weekly or monthly?
- 5: Life—why active during a comparatively longer time than “standard” publications?
- 6: Voluntary Reader Attention—why more certain than in “flat” publications?
- 7: Attitude of mind—why more susceptible to appeal in a crowd or social gathering than alone?
- 8: The Consumer Test—why do consumers say they read program advertising more than any other medium?

Frank V. Straus &

108-114 Wooster St New

World's Largest Producers of

ion About Strauss Theatre Programs?

9: The Renewal Test—why do advertisers renew in higher percentage than in any other medium?

10: Cost—how much less than other forms of advertising?

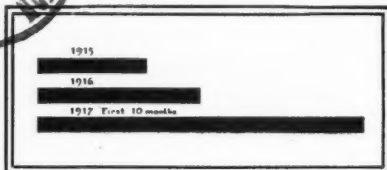
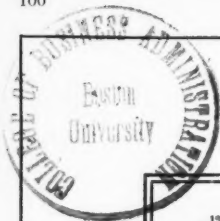
Unless you can answer these questions squarely you are probably getting less for your advertising expenditure than you might.

We have no drummers. Interested advertisers and advertising agents are gladly and promptly seen in conference, where the facts can be proven in brief but comprehensive form. We welcome appointments in any part of the country.

For those who are not advertisers, or whose product is not logical for this form of advertising, or who are interested in only a general way, we have published a booklet covering the subject, which we will gladly mail to any one upon request.

aus & Company
er St New York City

cer of Class Advertising Space



It is significant that of the national advertising accounts which we served in 1912 we are serving all of them today.

It is more significant that the volume of business placed grows with increasing speed each year. Last year it grew 50 per cent over 1915. This year it is double what it was in 1916.

These things do not "happen."

We would like to show you why our old customers increase—why new customers come to us.

No inducements but the *Service*.

Campbell-Ewald Company

Henry T. Ewald - President
 E. St. Elmo Lewis - V-Pres.
 Clifford A. Sloan - V-Pres.
 Guy C. Brown, Sec. & Treas.

Detroit Headquarters: 117 Fort Street, West
 New York Headquarters: 347 Fifth Avenue

grunts, and finally yawns that he is not interested.

This man needs to be irritated. A good plan is to guess that he is right about not buying, and add that his judgment is good because his customers are not the type who would really appreciate these goods. Nine times out of ten he comes to life at this, and more or less hotly submits facts to show that his trade is of the class which would appreciate such an article. The rest is easy. It remains only to smooth the situation over and take the order. Depending on individual sub-characteristics his treatment may be varied. If he really has been inattentive during the first part of the interview it may be necessary to repeat the story of the goods, the advertising, the dealer helps, the profits and possibilities. It may even be necessary in some instances where Mr. Duster evinces signs of sporting blood to seem unconvinced that his customers really have discernment, and let him prove it by forcing the order over.

4. THE SMART ALECK—His characteristics I have described in the man who gave me the order because I was a "rotten salesman." A plan which works well with him is to let him boost his own reputation until exhausted, carefully leading him to concentrate on the difficulty of turning the stock, then complimenting his acumen (he'll swallow all you give him, though you may blush at the thickness with which you plaster it on) confide in him that the reason he has been picked out is because he is such a good salesman that he can handle the line better than any merchant in the neighborhood. A mere casual remark is sufficient to swing him on profit percentages, and allow him further to satisfy his reputation by dragging out of one the information and figuring the profits for himself. It's not hard to let this man sell himself.

5. THE WAIT-FOR-DEMAND MAN—As far as our line is concerned, at least, and I believe as far as

any other grocery specialty is concerned, he is the hardest of the bunch to sell. I confess that I have never been able to swing more than one in twenty of him myself. He admits all the virtues of your article which you lay before him, but he won't order today. He'll wait until you have created a demand. The demand, of course, does not march up into the store in serried ranks while you are there. It comes in later, one by one, and finding not that which it seeks, a very large percentage of it exhibits a natural human tendency to follow the line of least resistance and accept a substitute rather than tramp all over that section of town hunting for a certain trade-marked article of comparatively low price, to bring it back and wave it triumphantly in the dealer's face. The demand generally is more concerned with getting the household order off her mind and investigating those shirtwaists Thingumbob's department store is advertising for two-ninety-eight, or is in a hurry to get back home and make that cake for tonight. And so it happens that when the salesman returns to find out how the demand has developed, the dealer's viewpoint is that the demand has not developed.

BIG STORES IN THIS CLASS

As this type of dealer is such a hopeless job anyhow, I generally resort to the tactics of lambasting him as hard as I can. I tell him that I don't care for his trade anyhow, that it isn't necessary to our peace of mind, and that we're plenty big enough to get along without him. Occasionally this excites his respect, and a basis of negotiation results.

I don't recommend this method for salesmen of small stature, however, and I don't insist on our own men following it. As this article is anonymous, I hope the admission of confidence in my ability to take care of myself physically may be pardoned.

It may be of additional interest

here to note that some of the largest stores fall within this class.

As our sales force is not a large one, we have held no "convention" to sell the value of this classification to our men. I've given it to them individually, and I've gone out with them into the trade. Its real value lies in the fact that it gives their brains a cue to get active and to study their prospects. I don't lay down any hard and fast rules for them to apply to the various types, for one salesman cannot fit his own personality, which is one of his most valuable assets, into another salesman's language and manner. But the suggestion is there, with specific examples and specific results, and it's up to each man to apply it in a way that is natural and one which rings true.

We had one youngster who wasn't getting along very well. He was a bright boy, but he hadn't found himself. He knew he hadn't, and it worried him. So I made it a point to coach him in this classification, and made trips with him to apply it. He caught the idea, and his sales have increased one hundred per cent in a year. He now spends a considerable proportion of his time coaching some new men who have been taken on in the place of a few who failed to grasp the principles involved, and whose sales did not increase.

The best measure I can give of the value of this classification of the retail grocer is the fact that the efficiency of our men has increased up to double former sales, in direct ratio to the extent to which they have applied it. I've got the experience watching them work right in the stores and the records of sales to prove it.

Sears-Roebuck's Biggest Month

The sales of Sears, Roebuck & Co. in October were \$20,375,589—the largest month's business in the company's history, and the first time that sales ever exceeded \$20,000,000. The figure was 25.68 per cent higher than in October, 1916. The increase in business is ascribed to the prosperity of the country and the higher prices of many of the articles which the concern sells.

Oleomargarine Enters Canada

It is now lawful to sell oleomargarine in Canada. The news of the impending removal of the prohibition to sell this product was made in the October 25th issue of **PRINTERS' INK**. The new order of things became effective November 14th.

According to the Order-in-Council, not only is the manufacture of margarine permitted, under Government supervision, but also its importation, duty free, from any country where the manufacture of the margarine is under Government inspection.

This Order-in-Council is not permanent. It is only for the "duration of the war and six months thereafter," and also carries with it the provision that sellers and importers as well as manufacturers must procure a license before doing business in Canada. This license is not intended as a damper on sales, but is for the purpose of keeping the business on a high level and to prevent abuses such as would undoubtedly follow an unrestricted sale. Oleomargarine must be sold as oleomargarine—not as an imitation butter. When that is done the dairy interests will not suffer, for then the competition will be indirect and both interests will prosper.

Whether oleomargarine will be manufactured in Canada to any great extent is quite doubtful, unless the Government makes the Order-in-Council a permanent enactment, for few manufacturers would gamble on the duration of the war. It would take at least a year to erect and install a plant, and the cost would be too great an outlay for such an unstable tenure of existence. However, it is probable that the packing houses will enter the field, for they can equip their plants for oleomargarine with the minimum of outlay by utilizing present equipment.

One Canadian packer will import, under his own labels, oleomargarine manufactured in the United States, claiming that such procedure will be more profitable at present than manufacturing in Canada. The packers are not all of one mind on this subject, and some are preparing to change their plants to permit oleo making.

No section of Canada will be left uncovered by the oleo people, for plans for Dominion-wide distribution are becoming known. Several United States firms are planning campaigns in various sections of the great market soon to be thrown open.

To Hear About World Markets in War Times

World advertising and marketing methods in war time will be the subject of a talk by Thomas W. Pelham, of the Gillette Safety Razor Company, before the Representatives' Club in New York next Monday. John Adams Thayer, secretary of the Periodical Publishers' Association, will talk on "Kitchen's Night Mare," based on the new postal laws in their relation to national magazines.

We Are Aiding Others —Why Not You?

SALES managers today face problems without precedent—

- the uncertainty of production.
- the new war taxes on selling.
- the loss of trained men who have answered their Country's call.

Selling effort must be more effective, more positive, more definite in its endeavor to reach the buyer.

Direct Advertising—well planned selling literature and mailing pieces—is giving powerful aid to many sales managers now in meeting these problems with economy and success.

We specialize in the planning and production, in co-operation with sales departments, of Direct Advertising to meet every sales purpose.

If you agree that this certainly is the time of all times when every available source of selling experience, energy and specialized ability should be brought to bear on your sales efforts, write us.

We will be glad to discuss with you how our organization can be of service to you now.

EFFECTIVE DIRECT ADVERTISING SERVICE
**ROBERT SMITH
COMPANY**
LANSING, MICHIGAN

The
Mother's Magazine

will be published in New York
beginning with the February number.

Editorial, Advertising, Executive
Offices at 95 Madison Avenue,
New York.

The George E. Cook Company

GEORGE E. COOK
PRESIDENT

S. KEITH EVANS
VICE - PRESIDENT

THOMAS JONES
SEC'Y-TREAS.

A Foreign War Market That May Be Made Lasting

How American Manufacturers Can Hold the Trade They Have Temporarily Secured in Great Britain

By J. W. Jenkins

[EDITORIAL NOTE:—Manufacturers in this country who consider their increased sales in Great Britain as a temporary blessing, which will be withdrawn when British manufacturers are able to divert their machinery to peacetime uses, may find significance in this article, reprinted from the *Advertising World*, of London. The British market is shown to be receptive to many products of American industry and much of the trade may be held, if the effort is made now.]

IN one of the munition districts the other day I stopped in front of a shop window full of tools such as are used by skilled workers in engineering and other trades. Nearly every part of every town in England that is not purely residential might be called a munition district now. I suppose that this window was duplicated in hundreds of other shops in other parts of Great Britain. It was filled with micrometer gauges, calipers, punch sets, sets of lathe tools, abrasive wheels and stones, planes, small electric tools and motors, soldering sets, hammers of various sizes and kinds; the wide range of different sorts of hammer, for instance, that would appeal to a skilled man who realized the importance and pleasure of having exactly the right size and shape and weight of hammer for the work he was doing. There were files, saws, clamps, tongs, shears, wrenches. On at least two-thirds of the articles on which any mark of origin could be seen the mark was the name of a town in the United States. A few were from towns in Canada. The other one-third had been made in England.

Now the tool-makers of England can make very excellent tools, have made them before, and will make them again, but just at present most of them are not doing it. Great Britain has been using her tool-makers for other

purposes and has been letting America supply a large part of the tools that her workers need. In that window there were some tools which had a distinctly American look about them, possibly with pleasing and speed-getting features in them for which the English tool-makers had not thought there was a market here. About many of the tools—in fact throughout almost the whole display—there was the suggestion of what I suppose one would call "pleasure-in-use," that somehow the American tool-makers succeed in throwing around the tools they make.

A LATENT MARKET THAT OUGHT TO BE CLINCHED

It seemed to me that, from several different points of view, that display window was significant. First, the fact that the number of tool users in Great Britain skilled and partly skilled, is enormously increased; and that a very large part of the general public now has the ability to use tools and to form opinions as to their merit. Second, the obvious appeal to the pleasure of using the exactly right tool for the work in hand; and the pride in using a tool that has an appearance, quality and convenience which not only gives satisfaction to the worker himself but is, in a way, a sign of his standing and skill.

Third, these trade-marks, and the standards they represent, might be impressed on the minds of the tool users so as to build up a lasting prestige which could insure that these tools would still have a market here when the war is over. But nothing of the sort is being done.

Tools of the same patterns,

made and tested by the same processes and standards, and therefore marked with the same trade-marks, could, after the war, be made here for this market just as advantageously as in the United States or Canada. It is safe to say that when Great Britain's industries are released from war work nothing that can be made here to better advantage is likely to be imported. Under the conditions that will probably exist after the war, taking account of all the probable factors which will influence imports, it is quite likely that tools will be one of the lines that can be made here more advantageously than elsewhere, for the British market and other markets which buy here.

If the makers of those American and Canadian tools could develop a sufficient prestige for their trade-marks now, before the war ends, they would place themselves in a position to establish factories here as soon as circumstances permitted, importing only their designs, processes, standards, trade-marks and selling methods. Failing to place themselves in that position they may find that their war-time sales have been only temporary, and that the tools they sent to this market might just as well have borne no trade-mark at all. It is an opportunity that is being neglected, and which will fade away with the end of the war: an opportunity to turn a temporary opening into a permanent market. I have no doubt that on the other side of the ocean, in the United States and Canada, there may be British products at present enjoying the same kind of temporary war-time sale, which could be made permanent if the opportunity were seized now.

The tools are already in this market. Throughout all the restrictions and other barriers—limited cargo space, import permits, distributors' difficulties, and every other war-time obstacle—they have arrived here. So that that important part of the work of introduction has been done, prob-

ably with very little trouble on the part of the manufacturer.

The goods, with the trade-marks on them, are actually in the hands of users, and are being employed in work which should give every opportunity to prove their merit. So that that part of the work of introduction which ordinarily would require months or years of planning and labor by the sales department and advertising department, has been done; probably by the mere demands of the war situation.

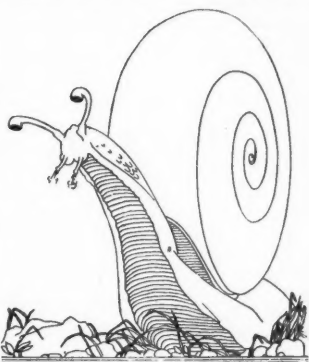
* WHAT OF CONTINUING SALES?

But the work which would insure continuance of these sales has not been done. The worker, and those in contact with him, have not been told the merit of the tool. Of course in theory, an old and favorite theory, the merit of the tool should "speak for itself." Advertising its merit, its difference from other tools, all the facts that go to make up its prestige; advertising these to the man who has already purchased the article, and to those other prospective purchasers who see him using it, should be entirely unnecessary. The favorite theory does not always work out in that way. Articles that are left to speak for themselves (especially if there has been no information by advertising prior to the purchase) often fail to impress their merits on the buyer so deeply that he "talks them up" to his friends who might also become buyers; and they often fail to make that deep impression of prestige which would enable them, later, to withstand competition.

The busy worker may regard it perhaps as just a good hammer; he may never think to compare it with others; he may not have time to think out for himself all the details in which it might be superior to other hammers. He may and very likely does take its merit as a matter of course and may fail to realize the thought and care that have been put into its design and manufacture. He sees no reason for calling it to the attention of his mates.

When a Snail Gets Excited

and opens up the high speed lever and steps on the gas and uses every atom of power he's got, he makes a speed of *ten feet a day* and thinks he's breaking all records. He doesn't realize that a million other creeping, crawling, walking things are getting farther in an hour than *he does in a week*.



Likewise some business men don't realize *how slow they're going*. Some business men—not many in this enlightened age, but still a few—think if they get their printed matter ready for the mails within four days or five or six after they get it written, that *they're doing speed work too*. They don't realize that other business men by thousands are doing in two or three short hours what *they take days to do*.

In live business houses these days there's no room for *SNAILS*. That's why tens of thousands of business men are using the Multigraph to cut hours down to minutes, and dollars of expense down to dimes. *Send in the coupon.*

You Can't Buy a Multigraph Unless You Need It



The Multigraph Senior is \$715 to \$765—
Multigraph Junior—
hand driven—190 and
up. Easy payments.

THE MULTIGRAPH
1820 E 40th St., Cleveland, Ohio

Tell me how businesses similar to
ours use the Multigraph.

Our line is _____

Name _____

Official Position _____

Firm _____

Street Address _____

Town _____ State _____

Get a **MULTIGRAPH**

Farm Stock & Home

Minneapolis, Minnesota

"The Northwest's Foremost Farm Paper"

has the highest subscription price of any Minnesota farm paper. Seventy-five cents a year Semi-Monthly.

It gets it, because it is worth it to the subscriber.



Representatives.

- A. H. Billingslea,
No. 1 Madison Ave.
New York City, N. Y.
- J. C. Billingslea,
1119 Advertising Bldg.,
Chicago, Illinois.
- A. D. McKinney,
Third National Bank Bldg.,
St. Louis, Missouri.

If they did notice it he has no interesting facts to tell them about it. His word-of-mouth advertising of the article, which might be of great value in planting the seed of future sales and in strengthening trade-mark prestige, is being lost.

Tools are but one example of a very large class of articles which now have similar opportunities, which if not seized upon and developed will fade away when the war is over. They are trade-marked articles or articles of special design, which during the war have been imported and are already in use by the armies or by the civilian population in Great Britain and on the continent; articles of the sort which, after the war, can probably be made here for these markets, to greater advantage than in America or Canada; if the manufacturer develops *now* a sufficient trade-mark prestige here to justify him in manufacturing here.

There are many different articles bearing American and Canadian trade-marks in use by the men in the armies (who, later, will return to industry, business and private life), and in use by civilians. When these war sales began each American manufacturer of course hoped that "every sale would be a demonstration-sale," leading to further sales. That is the theory, but little or nothing is being done to insure that it works out. The *information* which is an essential part of the demonstration is absent. People who may later be prospective purchasers can now see the article in use; but neither they nor the men who are using it are given the facts which would make them realize all the merits of the article, or that those merits can only be found under that trade-mark. Any American manufacturer who saw in his home market that his product was being demonstrated without any of the demonstration facts and arguments would say at once that the demonstration was incomplete and ineffective. He would take immediate steps to

remedy it. But because it is an export sale he imagines apparently that the mere use of the article, without any of the facts and arguments about it, will be sufficient to lead to further sales after the war, in the face of the stronger competition that will appear then, and in the face of any other difficulties of importing into these markets. A mistake.

Though the articles are already in use the users cannot be relied upon to give to other prospective purchasers the necessary "demonstration-facts and arguments"—they haven't them. If this information is not put into the minds of prospective purchasers *now*, while they can see the article in use, then nearly the whole of the opportunity is likely to be lost.

The only way to put it into their minds, as it seems to me, is by advertising. Civilians, soldiers in training, soldiers in rest camps, soldiers in the trenches, soldiers in hospital, can all be reached by advertising in one publication or another. In other ways, too, is it possible to put into their minds the facts and arguments relating to the machines, tools and other articles now actually "seen in use."

Any manufacturer who has made war sales of an article that bears his trade-mark, and that he is proud of, would do well to consider this and to act upon it, if he hopes to develop, before the war ends, a sufficient prestige for his product to justify him in manufacturing here—in case he finds, after the war, that he is facing the choice between manufacturing here or losing all the ground he has gained during the war.

Bechtel with Automobile Distributor

D. Gantz Bechtel, for five years advertising manager of the Marshalltown, Iowa, *Times-Republican*, will become advertising manager of the D. & S. Motor Company on December 1. This company is a large motor-car distributor, having offices in Marshalltown, Cedar Rapids and Des Moines.

"Fresh" Letters That Make Good

Liveliness Helped These Specimens Pull

By H. McJohnston

IN these days when business letters get down to business and stay there all the way the sales correspondent is tempted to forget that there is a kind of original cleverness and freshness of thought and expression, particularly of thought, which serves to make a good letter more effective. It gives life and tone and snap to the letter; it makes the reader feel that the writer is wide awake and on the job. It never uses catchy phrases just because they are catchy, but because they really carry a message. Clever phraseology alone is seldom if ever effective. But it is a good thing, as a rule, to make a letter vibrate with life and action, and to avoid dullness. Following, for example, is a letter with a lot of inoffensive "go" in it. It brought in exceptionally good returns.

DEAR SIR:

Are you slipping in your shipping room?

You sent some boxes to one of your customers and the addresses were marked with the old-fashioned, hand-lettering brush and pot—smeary, bleary, blurry. This marking did not do justice to your firm—it did not create the good impression people should have of your house. And, besides, hand-marking is slow, tedious and haphazard; it causes mis-deliveries and delays; it wastes time for your shipping clerk and loses money for you.

Here's the easier, neater, quicker, cheaper way of addressing your shipments:

Save time, dollars and trouble.
Turn smeary marks into neat addresses.
End mis-deliveries and costly delays.
Need no sign-artist to mark neatly.
Cut shipping costs; expand valuable time.
Insure prompt, accurate, safe deliveries.
Link shipping system with dollar saving.
Show your progressive business spirit!

How would you like to lay aside the old, smeary brush and pot—the unsafe paper tags and labels—and for ten whole days mark your shipments with stencils?

You can do it and it won't cost a cent! If you're really in earnest—if you want a better marking method—I'll come to you for a ten-day, no-cost-to-you trial and let you use me on your own work in your own way. No cost, no risk, no obligation. And at the end of ten days, I'll leave—unless

you say that I am too valuable to be without.

What prevents you from asking me to come for a ten-day free test, by placing your name on the card inclosed?

Yours for service,
THE IDEAL STENCIL MACHINE.

This letter was used as a follow-up to salesmen's calls on prospects who were known to be marking their shipments with the old-fashioned brush and pot. The first line is sensibly catchy, and there's a touch of good humor in it which has the effect of a salesman's natural and sensible smile. It gets the good-natured yet earnest kind of attention which all good salesmen strive for at the opening of a sales talk. Next comes a concrete suggestion of "slipping in your shipping room." Then a clever presentation of the better way; not too clever. Then, how "for ten whole days" would you like to mark your shipments with stencils? "Whole" makes the question sound natural and sincere; and this question arouses interest. "What's his plan?" is the reader's question; and it is answered in a hurry with a personal touch that makes even more of a wide-awake impression on the reader, who associates this feeling with the product offered. It's the kind of "fresh" letter that makes good. Contrast it with the following:

DEAR SIR:

"Talk about—

"OPTIMISM

Yes, I'm full of it.

Why shouldn't I be?

My business is booming!

IS YOURS?

"If not—why not? You haven't an excuse in the world, my friend. Times are good, money is plentiful, Germany is still fighting, Turkey's hat's in the ring, the French are in the trenches and the British fleet is still there with the goods.

The Albert P. Hill Company, Inc. Pittsburgh

**Trade Investigation;
Sales and Advertising Plans**

**Magazine, Newspaper, Billboard,
Street Car & Direct Advertising**

Personal, Sincere, Effective Service

HALFTONES that hold everything in the copy, that print well and are delivered when promised.

There's our Service stated in the simplest possible terms. Is it true? The reputation of twenty-eight years successful achievement is back of it. The testimonials of hundreds of satisfied customers endorse it.

You can prove it by sending us an order. The larger the order the better opportunity for you to observe.

GATCHEL & MANNING
PHOTO-ENGRAVERS
Sixth and Chestnut Sts.
PHILADELPHIA

WOODWARDS INCORPORATED

Merchandising Counsel
Advertising



R · L · WHITTON · President
900 South Michigan Avenue · Chicago

Why You Think Hollenden When You Say Cleveland

Thirty years ago The Hollenden was a good hotel.

In every year between then and now the Hollenden has been made better, by renovation, new additions, improvements and the steady insistence upon everything that is best.

It is the only hotel in the city that combines tradition and novelty—that exhibits the stability of maturity with the freshness of youth—that has had a natural, vital growth with the progress of the social and business life of the community—that knows how to do things well because it has been doing them well for a long time.

European Plan with Bath. For One Person
\$2 to \$5. For Two Persons \$3 to \$6. With
Twin Beds \$4 to \$6. Suites at various prices.

The Hollenden
Cleveland

"So—Hoch the Kaiser, praise King George, shake hands with the Sultan and sing the Marseillaise if you wish—but—do that at home nights—in the daytime 'tend to business, get some of that loose change that's floating around. Don't let the other fellow slip it over—get me?"

"Let me put you on the maps of a lot of fellows that don't know who you are from Adam. Make 'em sit up and take notice—let 'em know you're on the job—

FOR THEIR BUSINESS.

"You've as good a chance of getting it as your competitor has. Then why aren't you?"

"Fill in the enclosed slip, put it in the return envelope enclosed and let a \$20,000 a year SICK BUSINESS DOCTOR call and talk it over with you. It won't cost you a cent.

"Yes, I'm the man—myself.

"Boomingly yours,"

"One of those too blamed clever quack business doctors," was the merchant's remark as he crumpled this letter while half reading it. Its freshness consists in words and phrases, not in thoughts. It is far from being the kind of letter a merchant would like to send out to his customers; and the reader naturally feels that "it is probably the kind of advertising copy this \$20,000 bird might write for me should I go crazy and give him a chance," as the merchant put it.

"A booming, war-time letter is the timely thing right now," said this writer to himself; and forthwith he took up his word gun—and turned out boomerangs, forgetting that clever word juggling has been the cause of innumerable business suicides. The kind of letter that got this merchant's earnest attention was this:

DEAR SIR:

"Your letters to my list of dead customers brought all but a few of them back to my store, and I intend to keep them alive with that 'prescription' you gave me."

That is part of Merchant Jones's letter—J. B. Jones, of Connersville, this state. He did not know that there were so many inactive customers in

his trade zone until he and I looked for them. They had gone to other stores and to other towns for various reasons. We found out who they were and why they quit trading at Jones's store, and then we got out a couple of letters to them that brought them back.

Would you like to see the letters? Of course, the same letters probably would not do in your case. Anyway, it wasn't just the letters. It was the work Mr. Jones and I did together getting ready to write the letters. My plan is to give you individual service. My pay for this service is strictly based on results. You pay a percentage of profits.

Five years in this work—giving individual advertising service to merchants in towns about like yours; before that, ten years a merchant, making an exceptional success; selling out to organize this business—read the little booklet of testimonial letters inclosed; then return to me the postal card. I'll call at your store within two weeks and tell you how I can give you the advantage of my special ability in resurrecting dead accounts. Or do you have other problems—collections, delivery, merchandise, training, paying, inspiring clerks, accounting—let me tell you what I can do for you on my plan of pay for results only. Just send me the postal to-day, and

Then it will be entirely up to you as to whether or not you shall have my co-operation—after I tell you exactly what I can do and how I can do it. I won't bore you with a selling talk. It will just be a confidential get-together, man-to-man conference. I'll size up your situation and then tell you frankly what I can do and how.

Yours very truly,

The writer of this letter knows from experience how much the country merchant dislikes the smart letter, just as he dislikes the smartly dressed overly citified salesman. He has learned that it pays him to avoid the slightest vestige of cleverness in his letter. At least the letter just quoted pulls close to a hundred per cent for him to a selected list. He learned that nearly all country merchants think of several lost accounts as they read his letter—lost to other merchants; and how much he would like to win them back! This man offers a complete merchandising service; but he sells his man first by starting with a specific item in his stock—a "resurrection letter," as he calls it.

But there is a place for snappy letters—if the snap consists of more than noise. For example, this letter;

DEAR MR.:

NO!

Not just coal and cash.

Not just wood and the wherewithal.

You ought to get q-u-a-l-i-t-y.

You ought to get s-e-r-v-i-c-e.

You ought to get p-r-i-c-e c-o-n-s-i-s-t-e-n-c-y.

You're entitled to all these three, in addition to the merchandise you get for your money.

You want *good* coal and you want *decent* wood, delivered *where* you want them, *when* you want them—at the *right* price and none other!

You like to know your trade is *warmly* appreciated; that we're anxious to please you and eager to make you a steady and satisfied customer.

You want to *save on your fuel bills* by actually getting the *maximum* heat-power at *minimum* cost. You want *economical*, non-wasteful coal that will give you your *full money's worth!*

We've grown a bit proud of the uniform satisfaction given by our ———— and ———— coals, and the nice things people say about them. It's a genuine pleasure to sell coal that wins unsolicited praise wherever used!

If you've never tried them, there's a *real surprise* in store for you! Each of these brands is a heat-giving marvel and a great money-saver!

A trial ton will speedily convince you that you've really been missing something!

And besides giving you better quality and stretching your fuel-dollars, we're a bit sure the *service*—our prompt, courteous, personal attention to your wants, will be a bit of a happy revelation to you.

Order now—while the thought's warm in your mind. Our 'phone's number ———— and it's listening sympathetically for your welcome ting-a-ling!

Yours very truly,

Unless the writer can handle lively expression so as to avoid the impression of conscious cleverness on his part—unless it is natural for him to be breezy and unless his freshness is a matter of thought rather than of words merely—it is always dangerous to attempt to write this kind of letter. Clever expression is seldom a vital requirement for the success of a letter, such as is having a real message of actual interest to the reader and thorough knowledge of the product or service from the point of view of the reader. Freshness of thought and expression is by no means the sign of a good letter. In fact, it usually indicates a poor letter. It makes the reader feel that the writer must resort to fine phrases for arousing interest in the absence of cold facts, and facts

alone are thought to be the basis of good business judgment.

One of the most successful letters ever used by the Aetna Life Insurance Company seemed to be hopelessly commonplace in both thought and expression. This letter, which is quoted below, was sent only to big men who were known to do considerable traveling. Contrary to the opinion of its critics, it somehow caught the interest of these men, and for a period of several years this same letter pulled an average of 11 per cent replies, and 40 per cent of the leads it secured were closed. The letter follows:

"DEAR SIR:

"To those whose income is not affected by minor injuries and who do not care for weekly benefits the following proposition is submitted.

"Recent casualties, occurring on both land and water, have been startling in number and compel special thought among those who travel. Although companies interested in passenger traffic have taken every precaution and secured every invention for the safety of their patrons, disasters continue to occur with appalling loss of life and limb.

"The Aetna Life Insurance Co. believes it is on the right track in providing a special policy against accidental loss of life and limb without weekly indemnity. I am pleased to submit herewith a statement of this policy. It includes not only all ordinary accidents, but pays double indemnity for accidents of travel, elevators and burning buildings. These policies are issued in any sum up to \$50,000 single benefits, and \$100,000 double benefits, at the nominal cost of \$3.00 per thousand.

"Having placed within your reach the means which every prudent man should take to protect his business interests and his estate, we ask your careful consideration of the proposition. We feel sure that you are satisfied with the quality of protection which the old Aetna provides with its record of fifty-seven years of

The Latest Addition to the CHILTON Family



CHILTON TRACTOR INDEX

A combination text book and directory of the tractor industry.

Lists all makers of tractors, parts and accessories. Tractor illustrations and specifications. Information about motors, transmissions, spark plugs, piston rings, etc.

Practical articles on Tractor Hitches, Tractor Plow Selection and Operation, etc. Recommendations of the S. A. E. and other associations.

Just what the trade wants and needs to know about tractors.

Issued annually. Price \$1.00.

Advertising rates, etc., on application

Chilton Company, Market and 49th Sts., Phila.

*Publishers of Automobile Trade Journal, Commercial Car Journal
and Chilton Automobile Directory*



How Do You Select a Cover Stock?

THE SELECTION of a suitable cover stock for booklets and catalogs deserves careful and serious consideration. Advertisers recognize the value of "cover position." The right stock, treated in appropriate and harmonious design, will greatly enhance the selling power of the text pages.

Oak Leaf Coated Cardboard is the best stock for covers because it offers unlimited opportunities for illustrating plant, product or trade mark. Fine screen halftones, embossing and color process plates may be used in a variety of artistic effects, impossible of achievement with an ordinary cover paper.

Advertisers now planning their 1918 campaigns, should send for our Cover Folder, which shows the actual results national advertisers have obtained upon our Ultrafine Translucent — a coated cardboard especially well adapted for cover use.

"The Standard of



Quality since 1857"

A. M. Collins Mfg. Co.

NEW YORK

PHILADELPHIA

CHICAGO

honorable dealing and eighty-five million dollars back of every contract.

"Now, you can secure this policy for inspection without the personal solicitation of an agent by filling out and returning the enclosed blank form in enclosed stamped envelope.

"Respectfully yours,"

Possibly a little freshness of expression might have improved this letter; and again it might not, for it went to men who have little use for expression as such. In general, the bigger the addressee is in a business way the less likely it is that a breezy letter will hit the mark. But even if the addressee is a big man in business he appreciates a letter that is sensibly wide awake—when words and phrases, cleverly employed, indicate sound business sense. That is the kind of "fresh" letter that makes good.

Economy to Revise Mailing Lists

J. I. CASE FLOW WORKS,
RACINE, WIS., NOV. 6, 1917.

Editor of PRINTERS' INK:

Just a suggestion: will you not at this time start a campaign for the revising of mailing lists? Certainly here is an excellent chance for intelligent conservation both of energy and funds.

I am constantly in receipt of circular and sales promotion letters from concerns whose product I have no possibility of using, but from some source or other my name has drifted into their lists. At the present time I am writing all such concerns whose letters are not of interest, calling their attention to the fact that their ammunition is wasted, so that they may save this postage and time.

Certainly there never was a period when there was such an incentive to correct mailing lists as at the present. I think anything you can do furthering this cause will be nationally beneficial. It has always struck me as strange that some concerns never figure the cost of stamps.

B. M. PETTIT,
Advertising Manager.

Joins James Agency in New York

Harry Ivans, of the Geo. P. Ide Company, Troy, N. Y., has become manager of the H. E. James Advertising Agency, New York City. H. A. Wills, formerly with the Riker-Hegeman stores, has also joined this agency, having charge of the service department.

Technical Men Stage Tabloid Advertising Drama

Wherein the Publicity History of a "Hard-to-Sell" House Is Re-enacted from Conception to Climax—Technical Publicity Association Puts On "Selecting the Proper Media."

IF you could take all the elements of time, personality and figuring that stand behind the advertising history of a concern and boil them into a three hours' tableau, you'll admit you would have a vividly human business document, not unmixed with humor.

That's precisely what some sixty members and guests of the Technical Publicity Association, Inc., New York, had presented for them in the flesh last week Thursday evening. When the little drama was over, it was impossible for the majority to believe that the dialogue and development of the plot were entirely extemporaneous, contingent on the wits of the cast as the scenario opened out before them.

The title of this spontaneous playlet was "Selecting the Proper Media," but it might easily have been called "Selling the Hide-Bound Manufacturer Advertising in His Scheme of Things," or some other such name. Many of those present confessed that they had seen other such events before, but never with the natural unity with which this one flowed off.

The idea behind the setting was this: The sales manager and president of the American Specialties Manufacturing Company are discussing gloomily the prospects afforded in two side lines, one of which, a composition belting, the company had been making for years and selling with little pushing; the other, an electric door opener which had been wished on them, plant and all, and which was entirely out of their line. The problem with the

former product was to boost the sales, if possible, without increasing the sales cost; with the second, whether it were worth while to undertake the additional cost of trying to make something out of a bad situation, or else ditch the whole proposition and stand a loss of \$60,000 involved.

Conversation drifted to advertising as a possibility. The president confesses that he regards the \$400 they spent for this end the previous year a pretty heavy item. But it is finally agreed that the sales manager will stand for \$2,500 against his department for advertising, not, however, without the presidential suggestion that he drop a couple of salesmen to make it up. This idea is overruled. Then the sales manager submits a piece of copy to the authorship of which he modestly confesses. "When you have once used our belting you will use no other. It is the *best*." Both agree that it has the punch.

But just for the sake of form they decide to see an advertising agent, introduced by the sales manager. To their horror, this agent refuses to entertain their proposition before he has had a chance to study their market, for which he demands a flat service fee of \$60 a week. They are at first irreconcilable to the idea of paying him more than they had counted on for advertising, just to show them how to advertise, without a line of copy or even an inch of space. They submit their piece of copy, but he waves it aside. After considerable haggling, they finally catch the point that it might be worth that much money to find out whether, after all, it was worth while going ahead or dropping the proposition entirely.

Six months then elapse, and the agent is ready with his report. He shows them an industrial field of some 138 possible consumers for their belting, roughly grouped into twenty-four classes. He proposes they prepare twenty-four separate hand books on the subject of power transmission as applied to these fields, and shows

how, by co-operation with the mill appliance jobbers they can get \$100,000 worth of outside sales help for an advertising expenditure—"investment," the president corrects him—of \$50,000. At this suggestion the heavens start to cave in. Terror reigns momentarily when the president and sales manager consider that \$500 more than their utmost appropriation has gone only into a suggestion that they appropriate \$50,000 for advertising—and still not a line of copy.

He finally makes them see the light, however, by showing how they can increase sales volume 200 per cent, yet decrease sales costs three and one-half per cent. It is further agreed, after more parley, that it may be wise to appropriate \$10,000 to save the patent door opener and let an agent sell it for them, rather than organize a separate sales force themselves for this purpose.

After these preliminaries, four space salesmen present their propositions. Their presentations were masterly examples of space salesmanship for media in diverse fields, but co-ordinating in the general plan.

W. D. Lindsey, of the Western Electric Company, gave a remarkable character study of the conservative president, always reminding his visitors of the dignity and sound financial position of his firm when things started to get fast. W. H. Easton acted the sales manager ably, and the bicker between the two as to which should okay the copy was a classic. J. D. Barnhill acted *deus ex machina* in the shape of the advertising agent, and his handling of two difficult personalities, the while he sized up the field and problems was primarily responsible for the smooth working out of the plot. The space salesmen (mind, these were real actual presentations, not burlesques) heard were Norwood Weaver of the *Saturday Evening Post*; George H. Duffield of *Electrical Merchandising*; Fred S. Sly of *American Architect*; and G. E. Andrews of *Power*.

Important Announcement**NEW SIZE****FOR****Motion Picture****Magazine**

Commencing with the March issue the type-page will be 7" x 10 3/16"—the new standard size—last March forms close January 5, 1918—on sale February 1st.

This size offers an ideal publication for the advertiser who desires to buy the maximum in reader interest and circulation—he will receive the benefit of the most valuable distribution obtainable in this field—

310,000**Copies****Rates Effective With March Issue**

Full Page.....	429 lines.....	\$400.00
Two Columns.....	286 lines.....	268.00
One Column.....	143 lines.....	134.00
Per Line—less than one column.....		1.15
Fourth Covers (5 colors offset we make plates) ..		900.00

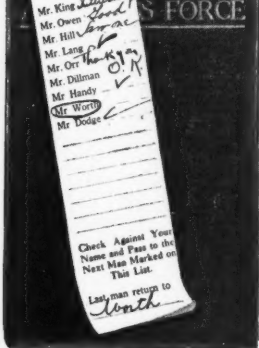
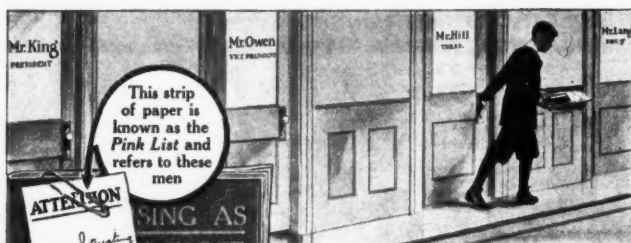
Advertisers who have used space prior to November, 1917, issue, will be entitled to the old page rate of \$250 in the NEW size (7 x 10 3/16) for March, April and May issues, 1918—but for pages only.

Frankly Barry
Advertising Manager

175 Duffield Street, Brooklyn, N. Y.

Western Representative
A. A. KING, Inc.
Peoples Gas Building, Chicago, Ill.

New England Representative
METZ B. HAYES
44 Bromfield Street, Boston, Mass.



"Send this to the Pink List"

You often receive a booklet, a letter, a circular, or a newspaper item that is of interest to your business associates. Do they see it—promptly?

They do, if you use a special form like the one shown here: You say to your stenographer, "Send

this booklet to the pink list" (if the forms are pink). Every man on the list sees the booklet and then it comes back to you.

Begin to use Hammermill Bond, in white or in any of the 12 colors, for all your office requirements, and buying printing becomes an easy and economical operation in which you and your printer work in accord. Made in 3 finishes which produce a smooth, a ripple, or a linen surface.

We have prepared special sample portfolios of Hammermill Bond, a portfolio for each general class of business. Let us send you, free, the portfolio that applies to your particular business.

HAMMERMILL PAPER COMPANY
Erie, Pennsylvania

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

"The Utility Business Paper"

Manufacturers' Right to Refuse to Sell Price Cutters

Colgate & Company's Interesting
Experience with Standard and
Open-Price Policies — Company
Sees the Handwriting on the
Wall That "Moral Suasion"
Must Be Discarded

AMONG national advertisers and manufacturers there has lately arisen, in the light of certain recent decisions in the courts, considerable doubt and uncertainty as to just how far a manufacturer may safely go in refusing to sell his goods to price cutters. Sidney M. Colgate, of Colgate & Company, has no illusions on this score. His firm has been one of the most conspicuously successful in the country in maintaining its standardized retail prices by means of moral suasion, but apparently even this method is now to be called in question.

Explaining in Washington, the other day, why he was appearing before the Federal Trade Commission (Colgate & Company had not been similarly represented at any previous hearing on price maintenance), Mr. Colgate pointed out that "the Department of Justice has served a proposed decree under the Sherman Act on Colgate & Company by which the company is to be perpetually enjoined from refusing to sell to price cutters."

That the company should be loath to relinquish a policy of standardized prices may be accounted unusually significant. This firm has had, in its own operations, most exceptional opportunity to contrast a system of price maintenance versus the so-called open-price policy. Mr. Colgate emphasized all this in Washington in relating graphically the story of Octagon Soap—as interesting a merchandising evolution, by the way, as has taken place in recent years.

The toilet soap and perfumery

department of Colgate & Company has, to this day, been conducted strictly on a standard-price policy with refusal to sell to dealers who do not observe the stipulated prices. That the refusal-to-sell threat will, in the case of a manufacturer with a large family of products, prove efficacious is eloquently attested by the fact that it has held in line for Colgate so confirmed a price-cutter as James O'Donnell, of Washington, D. C., who has defied Gillette, Beech-Nut, Sana-togen and Big Ben price restrictions.

As a result, primarily, of the worries in connection with the marketing of Octagon Soap, the laundry sales department of Colgate & Company has within the past few years, as Mr. Colgate puts it, "relaxed" from the refusal to sell to price cutters. Luckily for this manufacturer, the sales of the laundry sales department are confined principally to jobbers so that it has been possible to make a trial of the open-price policy without the permanent disturbance to the market that might be expected to follow such an innovation in dealings with retailers.

With every manufacturer supposedly enjoying the inherent right to choose his own customers and with supposed assurances that there is nothing in the Clayton Act or the Federal Trade Commission Act to abridge the producer's right to establish exclusive agencies, many advertisers will be mystified that an attempt should now be made to discipline manufacturers who decline to supply price cutters. Hence there will be keen interest in the outcome of the Colgate case above mentioned and in the ultimate disposition of that other pending case wherein the firm of R. H. Macy & Company, of New York, demands damages of some such amount as \$570,000 from the Victor Talking Machine Company and from various Victor distributors who are alleged to have cooperated to prevent Macy from obtaining Victor goods.

The Big Problem: What Are "Non-Essential" Products?

Government Must Go Carefully in Discriminating Against Industries Considered as Not Vital, If Great Hardship Is to Be Avoided

ONE of the urgent problems which are facing business men is the question, what is essential and what is non-essential business? The Government has already announced its policy of giving priority to those businesses which it regards as essential to our national welfare in a state of war; and it is not unlikely that this priority will extend not only to fuel and raw materials, but even to labor. Every business man is therefore "on the anxious seat," trying to determine whether his business is "essential" or not. So much depends on the point of view! For instance, to the members of the W. C. T. U., the manufacture of cigars and cigarettes is the most obviously non-essential business there is; yet the soldiers in the trenches find that getting their tobacco is as important, almost, as getting their proper ration of food. To a professional musician, a violin is not a luxury, but a necessity, while for the man across the apartment-house court from daughter who is learning to play scales, a violin is not only a non-essential, but one with which he would gladly dispense.

These points, which are so perplexing to the layman, are equally so to the Government officials charged with the task of establishing priority for essential industries; and advice is being freely offered them from many quarters. For instance, Waddill Catchings, chairman of a committee of the Chamber of Commerce of the United States which was formed to co-operate with the Council of National Defense, urges in a bulletin issued on the subject that no action should be taken by the Government except after the utmost care and deliberation have been exercised, and the businesses involved have been

given a chance to be heard. "The Government should not act," says Mr. Catchings, "until a general plan has been formulated and made known to the business of the country." This general plan, he thinks, should be based upon a thorough survey of industry which, he presumes, the Government has already made. He suggests that each industry be permitted to elect representatives to go to Washington and show the authorities there why they believe their particular work is essential. At the same time, these representatives could learn what the Government's standards in the matter are, and the reasons for action, which could then be reported to individual manufacturers in an authoritative fashion.

Prompt action on the Government's part is desirable, since the industries of the country, if given time enough, can make widespread readjustments and thus avoid much unnecessary hardship. For instance, substitute materials or different processes of production might remove a product from the objectionable class. Then, too, when the Government is forced to deprive a business of materials and labor because it is non-essential, an effort should be made by the Government to place with the representatives of the industry orders for products needed in the war.

ORGANIZATIONS CONTINUED FOR PEACE TIME

Mr. Catchings suggests that in some cases even a non-essential business might well be allowed to operate on a limited, part-time basis, with a proportion of its requirements of materials and labor, so that "some organizations may be retained to be developed again upon the return of peaceful conditions." Mr. Catchings also

GERMANY'S PLOTS EXPOSED!

Von Bernstorff planned to wreck our industries, sink our ships, and kill our people. Spies have been everywhere—and still are. It has been vicious, secret, and damnable war. With staggering amazement American people will read the inside story in the *World's Work*.

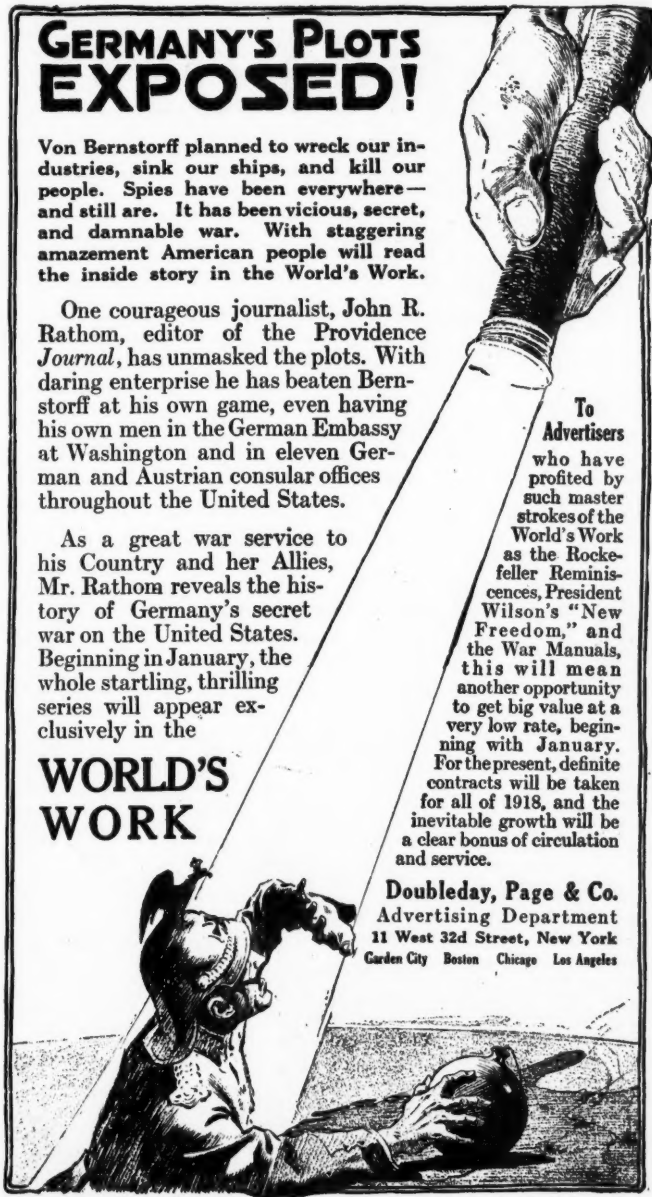
One courageous journalist, John R. Rathom, editor of the *Providence Journal*, has unmasked the plots. With daring enterprise he has beaten Bernstorff at his own game, even having his own men in the German Embassy at Washington and in eleven German and Austrian consular offices throughout the United States.

As a great war service to his Country and her Allies, Mr. Rathom reveals the history of Germany's secret war on the United States. Beginning in January, the whole startling, thrilling series will appear exclusively in the

WORLD'S WORK

To Advertisers who have profited by such master strokes of the *World's Work* as the Rockefeller Reminiscences, President Wilson's "New Freedom," and the War Manuals, this will mean another opportunity to get big value at a very low rate, beginning with January. For the present, definite contracts will be taken for all of 1918, and the inevitable growth will be a clear bonus of circulation and service.

Doubleday, Page & Co.
Advertising Department
11 West 32d Street, New York
Garden City Boston Chicago Los Angeles



HONOLULU

presents practically a virgin field of commercial opportunity that no aggressive sales organization can afford to overlook.

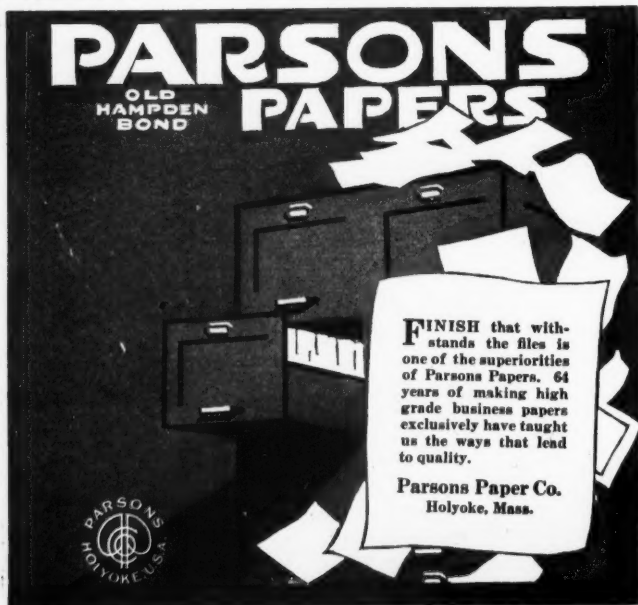
No city of its size in the world has the wealth per capita that HONOLULU possesses. Right now Honolulu is experiencing the greatest prosperity it has ever known.

Send at once for booklet, "Hawaii's Business," which contains facts and figures on what Hawaii buys and sells. Plan to include Hawaii in your 1918 Sales Campaign.

Honolulu Star-Bulletin

"Hawaii's Greatest Newspaper"

GEO. H. ALCORN, Eastern Representative, 23 West 31st St.
New York City



PARSONS
OLD HAMPTON BOND
PAPERS

FINISH that withstands the files is one of the superiorities of Parsons Papers. 64 years of making high grade business papers exclusively have taught us the ways that lead to quality.

Parsons Paper Co.
Holyoke, Mass.

PARSONS
HOLYOKE U.S.A.

suggests the wisdom of the Government's placing its orders for war supplies in communities where labor already is to be found, so that the housing and transportation problems inherent in the movement of large bodies of men from one part of the country to another may be avoided.

The Chamber of Commerce of the United States points out in a bulletin just issued by its committee co-operating with the Council of National Defense that certain non-essential products are required to provide certain other products that are demanded for carrying on the war.

"For example," it says, "we need nitrate and copper from Chile. These are essential to the production of munitions of war. We may, however, procure this nitrate and copper by shipping jewelry or automobiles to Chile. Again, we need from Argentine wool, wheat and hides, and these necessities may be obtained by shipping in exchange sewing machines or typewriters. Thus the manufacture of a limousine or a typewriter may be, in fact, the means of producing nitrate or wool."

New Trade Paper Publishing Co.

One of the new incorporations at Albany, N. Y., the past week was the Hewitt Publishing Corporation with a capital stock of \$250,000. The company will hereafter publish *Arts and Decoration*, the *Dry Goods Guide*, the *Inland Storekeeper*, the *American Dyestuff Reporter* and other periodicals. The head of the new corporation is Dexter W. Hewitt, of the Black Publishing Company, New York.

To Advertise Shaving Cream

Vanderhoof & Co., advertising agents of Chicago, have secured the account of the Minerva Laboratories of that city. The product to be advertised is "Quicko," a shaving cream.

Addition to Firestone's Staff

Oscar Draper, who has been with the *Boston Post*, will become associated with the advertising department of the Firestone Tire & Rubber Company, Akron, O., on November 20.



Of Special Interest To Advertisers and Agencies

We take pleasure in announcing the appointment of

George B. David Co.
Incorporated

with offices in New York and Chicago, as sole special representatives for L'OPINIONE in the national advertising field.

L'OPINIONE has no connection with any other foreign language newspaper.

L'OPINIONE

*The Only Italian Daily Newspaper
Published in Pennsylvania*

1011 So. 8th St., Philadelphia



Woman's Weekly

RECEIVED

\$50,000.00

In subscription contracts in the last three months.

For a NEW magazine we question whether such a record has EVER BEFORE been established.

WOMAN'S WEEKLY is the first weekly magazine of general interest exclusively for women ever published in America.

The fact that it is 10c per copy—\$3.00 per year, and that the American Women are buying it in these war times demonstrates its PULLING power.

All advertisers are requested to watch its GROWTH.

WOMAN'S WEEKLY

Published by

The Magazine Circulation Co., Inc.

333 S. Dearborn St., Chicago, Ill.
Established 1900 Incorporated 1908

Testing Financial Copy

The Investment Bankers' Association of America has just issued through its Fraudulent Advertising Committee, a "working guide" on financial advertising, to enable publishers, bankers and others to pass on the honesty of financial advertising.

A considerable portion of the booklet is devoted to the matter of investigation which securities should undergo before the advertising may be accepted as unlikely to bring grief to the investor. The analysis includes an investigation of the advertiser's property, earnings, good will, investment income, price of securities, financial statements, equity, bonus stock and corporation management. It is pointed out that the character of the advertiser may appear satisfactory when the real situation is unearthed by a searching investigation will prove the opposite to be the case.

As an example of the sort of information it is desirable to have, the questions are reprinted below that appear under the heads of "Property" and "Earnings."

"What constitutes the property?"

"Is it actually built?"

"Where is it located?"

"What is real appraisal value of property by competent, intelligent appraiser, audited by certified public accountant?"

"What is the value of property for the purpose of operation?"

"Is property in operation?"

"If so, how long has it proved successful?"

"What is output?"

"Does company own or lease property?"

"What are actual earnings as audited by certified public accountant?"

"What are detailed earnings over a period of years?"

"Are earnings estimated instead of actual?"

"If estimated, by whom?"

"Estimates should not be vague, but should be definite and calculated on some basis, else they are valueless."

"They should not be made essentially on the basis of earnings of other very prosperous companies in the same line of business, for different managements will not operate with equal success."

Back from France, Again in Advertising

Roy B. Woolley, formerly sales and advertising manager of the Standard Electric Stove Company, Toledo, and late of the American Ambulance Field Service at the Verdun front in France, has returned to America, having served his enlistment. He is now with the Society for Electrical Development, New York, as an executive in its advertising department.

Now an Officer of McJunkin Company

Roy Quinlan has been appointed vice-president of the McJunkin Advertising Company, Chicago.

FATIMA

A Sensible Cigarette

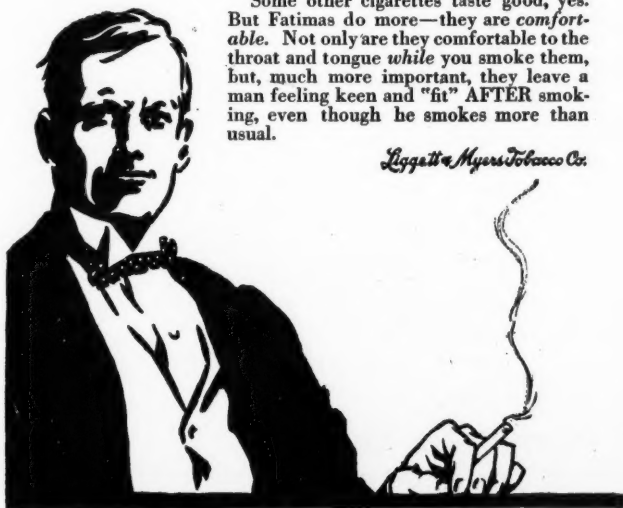
Such men want
comfort AFTER
smoking.

IT'S NOTICEABLE that more and more substantial men are choosing Fatimas for their steady smoke. There must be some reason for it. Surely, these men would quickly pay a far higher price for another cigarette if it suited them better.

That is just it. No other cigarette can quite give what Fatimas give.

Some other cigarettes taste good, yes. But Fatimas do more—they are *comfortable*. Not only are they comfortable to the throat and tongue *while* you smoke them, but, much more important, they leave a man feeling keen and "fit" AFTER smoking, even though he smokes more than usual.

Liggett & Myers Tobacco Co.



National advertisers, advertising agencies, editors, magazine and newspaper publishers come to me for help in their type problems. They pay my fees because I show them how to use type to make publications more readable and advertising more profitable.

I have worked for such concerns as:

Aeolian Company
Advertising and Selling Magazine, Inc.
L. Adler Bros. & Co
Alexander Hamilton Institute
Associated Advertising Clubs
Bankers Trust Company (New York)
Chamber of Commerce of the U. S. A.
David C. Cook Publishing Company
Crowell Publishing Company
Thomas A. Edison, Inc.
General Railway Signal Company
General Electric Company
Guaranty Trust Company of New York
Japan Paper Company
Lyon & Healy
McClure Publications, Inc.
Mergenthaler Linotype Company
National Cash Register Company
New York Evening Post
New York Telephone Company
New York Times
Popular Science Monthly
Peerless Motor Car Company
Review of Reviews Company
Strathmore Paper Company
System, The Magazine of Business
Wells Fargo & Co
Woman's World
Yale & Towne Manufacturing Company

Benjamin Sherbow

50 Union Square, New York

The New Excess Profits Tax and Advertised Businesses

(Continued from page 6)

perience in this country and abroad, and author of the well-known book "How to Reduce Selling Costs," believes that money intelligently expended in advertising has real investment value for at least five years—*providing it is reinforced by additional efficient expenditure*. Mr. Derrick estimates that \$5,000 spent this year will have an investment value of \$4,000 in 1918, \$3,000 in 1919, \$2,000 in 1920 and \$1,000 in 1921—depreciation in investment being estimated at twenty per cent each year. Mr. Derrick publishes a table showing the operation of his idea, as follows:

		Plus 1st year	Plus 2d year	Plus 3d year	Plus 4th year	Plus 5th year	Permanent Investment in Advertising
1st year.....	\$5,000						\$5,000
2d year.....	5,000	\$4,000					9,000
3d year.....	5,000	3,000	\$4,000				12,000
4th year.....	5,000	2,000	3,000	\$4,000			14,000
5th year.....	5,000	1,000	2,000	3,000	4,000		15,000
6th year.....	5,000		1,000	2,000	3,000	\$4,000	15,000

Returning to the excess profits tax, many persons have noted that it seems to lay an unfair burden on the advertiser who has built up through years of effort a valuable good will, and seems to favor the man who has *bought* a good will from somebody else, either in cash, or by issuing shares of stock in exchange therefor. Only in case your good will has been *bought* from somebody else, are you permitted by the law to include its valuation (in this case its purchase price) among the assets of the business, and even then its volume must not exceed twenty per cent of the total assets.

This looks like straightaway discrimination and so, according to Mr. Frey, it is. Yet he points out that it is the lesser of two evils.

"If arbitrary valuation of good will were to be permitted a place among the assets of the business," he observed, "the man whose good will is actually worth nothing

might place an enormous fictitious value on it, so that in the end all good will values would have to be heavily discounted, including those which were really worth what they were claimed to be. On the other hand, a good will, which has actually been purchased, at some time in the past, was at any rate believed by somebody to be worth the amount he paid for it—about the only solid fact in a rather foggy situation."

Be that as it may, we might as well recognize the fact that the United States Government is not at all likely to allow investment value of advertising to be considered in estimating tax returns, for a long time to come. The problem just now is, how are manufacturers to get together the funds with which to pay the excess profits tax as it now stands? The

rates of tax, as our readers are aware, are as follows:

Twenty per cent on net income (in excess of deduction) and not in excess of fifteen per cent of the invested capital for the taxable year.

Twenty-five per cent on net income in excess of fifteen per cent, but not in excess of twenty per cent of invested capital.

Thirty-five per cent on net income in excess of twenty per cent, but not in excess of twenty-five per cent of invested capital.

Forty-five per cent of net income in excess of twenty-five per cent, but not in excess of thirty-three per cent of invested capital.

Sixty per cent of net income in excess of thirty-three per cent of invested capital.

The deduction permitted before this tax begins to be operative, has several forms, but is limited to not less than seven or more than nine per cent on the present invested capital. Specifically, the deductions for a domestic corporation, for example, are \$3,000 and, as the government's masterly prose style says, "an amount equal to the same percentage of the invested

capital for the taxable year, which the average amount of the annual net income of the trade or business during the pre-war period was of the invested capital for the pre-war period." However, the limitation to "not less than seven or more than nine per cent" shows much more graphically how the excess profits tax will really work out.

Our readers who are employed in salaried positions will learn with joy that it is regarded by good authorities as a wise policy for corporations to increase the size of their salaries at the present time, providing these have in the past been smaller than the average in the general industry. The Government seems to have no objection to increases in salaries, even though this action may reduce the size of the excess profits tax received. However, any attempt to juggle salaries so as to conceal profits, or to pay pretended salaries part of which the recipient secretly returns to the company, will not be tolerated for an instant. Many corporations have been paying merely nominal salaries to their executives who are interested in the business directly, and there is no objection on the Government's part to giving these men salaries commensurate with their value—especially as individual incomes are subject to new taxes of two per cent on incomes in excess of \$1,000, and surtaxes on larger incomes, ranging from one per cent on incomes between \$5,000 and \$7,500, up to twenty-two per cent on incomes between \$100,000 and \$150,000, while the poor millionaire with \$2,000,000 a year or more pays a total tax under the old and new income laws, of sixty-three per cent. The figures quoted are without allowing for exemptions. There is also the bitterly protested tax of 8 per cent on incomes of \$6,000 and more.

We need not point out that by increasing salaries at this time large corporations have a splendid opportunity to increase the good will felt by their employees toward them—a good will which is always

capable of evidencing itself in the yearly balance-sheets.

As our readers are well aware, there are many business men throughout the length and breadth of the country who have protested, and are still protesting, in the strongest terms, against the provisions of the excess profits tax. It should be stated here that it is not disloyalty to the Government which actuates these men for a single instant. They believe that the provisions of the tax are such as to reduce the amount of money the Government will receive, by reason of the fact that many corporations will not be able to pay the taxes and continue in business.

SOME OF THE BILL'S INEQUALITIES

D. E. Felt, of Felt & Tarrant, manufacturer of the Comptometer, wrote to the editor of *PRINTERS' INK* just before the passage of the bill, pointing out some of its inequalities. "When a country concentrates about one-half of the total cost of a great war on a few concerns, and in so doing taxes 'book profits,' a considerable portion of which may never be realized into actual profits, a very serious problem is presented," said Mr. Felt. "The law discriminates against those rapidly growing manufacturers whose products have been largely advertised at a standard price, therefore cannot very well be changed to cover present increased cost of labor and material. It discriminates against those businesses where the profits are large in some years and small, or even where there is a loss, in others. The excess profits tax, and particularly the graduated feature, discriminates against those concerns who will be taxed on so-called 'excess profits' when those profits would not even be a moderate per cent of the return on the investment if distributed over the ten or twenty years of unprofitable struggle and development."

Mr. Felt reported that the tax paid by his company would amount to twelve per cent on the invested capital, and remarked



Make Reservation Now

for A Copy of Kastor's 1918 Newspaper and Magazine Directory

Ever since the publication of the first issue twenty-one years ago, the demand for this book has exceeded the supply. Every year many who want it are disappointed because their orders come in after the edition is exhausted. Make sure of getting **your** copy for 1918 by making advance reservation, now. After delivery we will bill you \$5.00.

Contents, 1918 Edition

Correct circulations of leading publications (all classes) in U. S. and Canada—obtained from government and A. B. C. reports, and publishers' sworn statements. Place and frequency of publication of each medium. Populations of states and cities.

Special Lists

Magazines, Monthlies, Miscellaneous Monthlies, Agricultural Publications, Weeklies, Miscellaneous Weeklies, Poultry Journals, Automobile Journals, Etc. Etc. with advertising rates, circulations and closing dates. Contains direct statements from more than two hundred publishers. Size four and a quarter by six and a quarter inches. Seven hundred and fifty pages. Printed on best quality blue tinted book paper. Gilt edges. Bound in finest leather.

H. W. KASTOR & SONS ADVERTISING CO.
CHICAGO ST. LOUIS

Advertising and Sales Managers



Had you thought of this?

WHEN your sales or advertising plans call for intensive effort in any particular city, as a good business general you ought to know all about that city, just as the Army general knows the territory in which he is operating. You ought to know the industries, the resources, the transportation facilities, the layout of the city, the nationalities predominating among the population. You ought to know how many dealers there are in your line of business, and all you can about them.

In short, you ought to have a clear mental picture of the city, socially, civically and industrially.

You can get all of this information from the City Directory.

Says John Cotton Dana, the well-known Librarian of Newark, N. J.: "Of all the tools that lie at hand for use in learning of a town, few can compare with a City Directory."

Try it out: Pick out three or four cities that are important to your business, send for a Directory of each and sit down and go through them carefully, from cover to cover. You will learn much that will be of value to you and your business. For information and prices as to Directories of any cities, address:

ASSOCIATION OF AMERICAN DIRECTORY PUBLISHERS
87 Third Ave., New York City

that if the whole 225 billions of wealth of this nation were to be taxed at the same ratio, it would raise in one year over ten times as much as Congress expects to raise under the plan of the law. The probable tax on the company's total profits he then estimated as 27.64 per cent, or, including the taxes to be paid on dividends by the stockholders, 34.37 per cent. The Comptometer has not been raised in price, though Felt & Tarrant are paying 150 per cent more for material, and very much more for labor. Within the past week, Mr. Felt informs PRINTERS' INK that the law as finally passed will make his company's taxes *fifty per cent higher* than were stated in his previous communication. He believes, incidentally, that at its next session Congress will pass a law declaring that extraordinary or abnormal expenditures for advertising will not be deductible as current expense in determining earnings for computing the excess profits tax. That is, tax will have to be paid on advertising expenditures which are very much larger than usual, just as if the extra advertising investment were a part of the gross profits of the business.

Only time will tell, of course, how far the excess profits tax will be a genuine hardship upon business initiative; but it is certain that Mr. Felt's views are shared by great numbers of business men all over the country. It will take the long perspective of time to indicate how far our legislators acted wisely, and how far foolishly, in drawing provisions of the law.

So also, only time will tell what effect the operations of the law will have upon sales methods. There are some people who frankly feel that the elimination of the "gambler's profit for the man who takes a gambler's chance" will result in crushing the initiative out of business, will make men content to "let well enough alone," without trying to revolutionize present conditions with a forlorn hope of repeating

A Trade Mark or a Trade Name?

Sometimes a good deal depends upon the answer to that question. Though used for the same purpose, they are not at all the same thing, and do not always produce the same results. Under certain conditions it is important to adopt a trade mark; other conditions make it advisable to select a trade name; and in many cases it is wise to use a combination of both. In any event, decision should be based upon the facts in the case, and not upon personal preference alone. A wrong choice is almost certain to result in disappointment and expense.

ROY W. JOHNSON

*Trade Marks · Trade Names
The Protection of Good Will*

Mutual Life Building
32 Nassau Street
New York

The Circulation of the
CHRISTMAS ISSUE

of
The Billboard

is guaranteed to exceed
45,000 Copies

It will be obtainable wherever papers are sold throughout the entire English speaking world.

NO ADVANCE IN RATES

Last form closes Sunday, December 16

The Billboard Publishing Co.

Member A. B. C.

Broadway & 42d
New York

Monroe and Dearborn
Chicago, Ill.

"Among other compliments which we have received on the Magazine, is one from a friend of mine in New York, a banker, who stated he had read over the last copy and that it was the best thing of the kind he had ever seen."

F. C. ROOT, *Vice President,*
General Aluminum & Brass Mfg. Co.,
Detroit, Mich.



The David Gibson Company produces "The Ring-True Magazine" for The General Aluminum & Brass Manufacturing Company. They make the bearings for three-fourths of all automobiles manufactured in the United States, costing over \$600.00.



Write for a copy of our book "Reducing the Selling Cost" which explains the Gibson House Organ plan in detail.

THE DAVID GIBSON COMPANY
812 Huron Road :: Cleveland, O.

The Dayton News

During first 10 months of 1917 carried

**1,587,474 lines of
DEPARTMENT STORE
ADVERTISING**

this being 182,490 lines more than the second paper (evening) and 704,718 lines more than the third paper (morning).

During the same period THE NEWS carried

161,242 classified ads

or more than twice as many as carried by the second paper (morning) and three and one-half times as many as carried by the third paper (evening).

If value as shown by patronage of local advertisers means anything to you, THE NEWS will be placed on your list. Read in 90 per cent of Dayton homes.

Use The Dayton News and Springfield News (daily and Sunday) and enjoy favorable combination rate.

**News League of Ohio
DAYTON, OHIO**

New York....I. A. Klein, Metropolitan Tower
Chicago....John Glass, Peoples Gas Building

the history of the telegraph, the telephone, the sewing machine, and other things which have been pushed without financial profit for a period of years before suddenly blossoming into enormous profits. Since the Government is to take away all but a fixed proportion of the profits, the argument goes, why should a man bestir himself to make those profits larger than the exempted amount?

And opposed to this view are those who believe that most business men are in business, not merely for the money they can get out of it, but because they love it for its own sake, and eagerly plunge into the fray for the fun of the fight. Such a man will gladly turn his abnormally large profits over to the government if he may have the pleasure of winning his business battles. At any rate, the next few months—undoubtedly the most critical and interesting period in the history of American industry—will see the whole matter work itself out. Nothing is more clearly evident than that the rank and file of American business men are eager to do all in their power to aid the government in bringing the war to a speedy and definite conclusion; and nothing else must stand for an instant in the way of the consummation of that task.

O'Brien Varnish Company Appoints Agency

The advertising of the O'Brien Varnish Company, of South Bend, Ind., has been placed with the Lamport Advertising Company, of that city. A magazine campaign will be conducted in behalf of Liquid Velvet, the company's flat wall finish. Other accounts recently secured by the Lamport company are the Burnoil Engine Company, the Chicago Paper Company, and the Banner Gas Range Works.

Changes at "Collier's"

J. G. Jarrett has given up the supervision of the advertising department of *Collier's*, to become treasurer of the company. John E. Williams, formerly Western manager, becomes advertising manager, and is succeeded by L. M. Hart, of the Western staff. A. H. Blight, of the Eastern staff, has been appointed Eastern manager.

N. Y. Tribune—Thursday, Nov. 1, 1917

6,000,000 Tons Of Shipping in 1918 Promise

**Chairman Hurley Says
Construction May Even
Exceed That Figure**

**Atlantic Coast Men
Promise Coöperation**

**Conference at Washington
Assures U. S. of Great Fleet
During the Coming Year**

[Staff Correspondence]

WASHINGTON, Oct. 31.—One million tons of new ships between now and March 1; 6,000,000 tons sure and, perhaps, 7,500,000 during 1918.

That was the stirring forecast made by Chairman Hurley of the Shipping Board, addressing the assembled shipbuilders of the Atlantic Coast to-day. The announcement was received with cheers and assurances that the government could count on the yards to do their part and more.

To add to Mr. Hurley's dictation was a telegraphic announcement between

THIS MEANS
the expenditure
of Hundreds of
Millions of Dol-
lars in the Field.

¶How are you
going to get
your share?

¶There is only
one efficient
economical
plan.

¶Let us send
you detailed
data on the
conditions in
the Marine
Field.

¶No Obligation.

Marine Engineering

461 8th Avenue

New York City

Member 448 A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1707 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 10 Rue de la Victoire, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.00. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, NOVEMBER 15, 1917

Advertising First Aid to Law of Supply and Demand

One thing that the war is demonstrating is that there has been entirely too much worshipping before the shrine of the economic law of supply and demand. In last week's issue of PRINTERS' INK, James H. Collins shows how this law has broken down under the unusual production and consumption pressure of the war.

This is by no means the first time that it has collapsed. Practically every progressive marketing device, such as advertising, that manufacturers have found necessary to use has been adopted for the purpose of bolstering up the law of supply and demand. Of course this old balance wheel of business always keeps right on

teeter-tottering, but the trouble is that it often operates too slowly to care for the ramified needs of modern distribution. The law, without the force of advertising to help it out, is frequently unable to prevent commercial indigestion. Time and time again it has failed to clear congestion from the glutted channels of trade, until a tremendous waste had been caused.

This economic principle works more smoothly under primitive conditions of business. It equalizes the selling of raw commodities better than it does manufactured products. The complications of living, which progress brings, impede its action. It is the tendency of civilization both to refine and intensify human needs. Basic economic law is slow to recognize these needs. The law of supply and demand, by itself alone, would never have given us the thousand and one utilities that people of the twentieth century have found so necessary. It is advertising that has brought these things into common use. If it were not for advertising, what would have happened to the enormous production of the last twenty-five years? Of course, according to the law, lack of demand would have automatically curtailed production, but that does not fully answer the question, because such curtailment would also have nipped progress in the bud.

In order for supply and demand to function naturally, it is necessary for people to know of the existence of an article; they must have a desire for it and it must be located so that it is convenient to buy. If any of these factors is lacking, to that extent is the course of the law obstructed. The conditions that often prevail in the selling of farm produce illustrates this. Fruit, for example, in some sections may be so plentiful that farmers unable to sell it profitably have to feed it to their hogs. At the same time, in larger cities many thousand persons may be unable to get fruit. The law col-

lapsed in this case because of its inadequate machinery for correlating supply and demand. In normal times, such instances are constantly happening. Here's where advertising steps in and acts both as a stabilizer and as a connecting link. It prevents violent fluctuations in prices and in the supply. It makes demand steady and it tends toward the standardization of the product, of its price and of selling conditions.

Of course advertising cannot abrogate a natural economic law, but it does make it possible for that law to work more freely.

Good-Will Advertising Needed Here

An unexpected outcome of the operation of the war revenue law is the difficulty many theatre managers are having in getting their patrons to believe that there is a tax on amusement tickets. Though in many cases prices have actually been reduced, at least enough to cover the assessment, theatre-goers, especially women, are inclined to believe that the tax is a scheme of the management to get more money for their seats. The show people are even experiencing difficulty in giving away passes. Often when the recipients are told the passes are subject to a tax, they disgustedly refuse to accept them.

Although a great deal of publicity has been given to the provisions of the revenue measure, it is clear that many persons are still in the dark as to the things that are taxed. This suggests that it may be necessary for manufacturers and others, who are distributing a product that bears a consumer's tax, to advertise the fact rather conspicuously. Certainly no suspicion should be left in the buyer's mind about the tax.

The importance of this situation has already been recognized in many quarters. Hence in railroad stations, moving-picture lobbies and in other places, large posters announcing the tax are displayed. The exact wording of the revenue law is frequently

quoted. Some concerns are passing out tax-explaining circulars to their patrons. It is generally held, however, that the advertising effort thus undertaken has not been widespread enough to really take hold.

The situation as it concerns the theatres is serious. Their business has had a heavy slump ever since the law went into effect. Some managers believe that it will darken many houses by the first of the year. The majority of managers, however, feel that attendance will improve as soon as people can be made to understand that they are not pocketing the tax.

Everyone feels sorry that the theatres are in this predicament, but, after all, the situation is of their own making. For years many of the managers have been contemptuous of the good will of the public. It would be too much to say that they have followed this course deliberately, but for some reason many of them have been singularly obtuse in merchandising their service and in establishing friendly relations with their patrons.

A strong campaign of good-will advertising and a studied policy of courtesy in their treatment of people with whom they come in personal contact would go a long way in restoring the theatres in the esteem of that portion of the public that is disgruntled.

Washington Not Likely to Err on Packages

There is little likelihood that the United States Food Administration will take any such drastic action as that of the Canadian Food Controller, who recently prohibited the packing and sale of all cereals in containers of less than twenty pounds, in the interests of "economy." For the Washington food authorities have had constant co-operation from representative men in the wholesale and retail food trades, in working out details of control and licensing, and the distribution section of the United States Food Administra-

tion is headed by Theodore F. Whitmarsh, a manufacturer and grocer, whose experience with package goods is not likely to lead him into any such questionable measures.

Thus far, such action as has been taken to restrict the sale of cereals in this country affects only raw materials. The manufacturer of package wheat flakes or rolled oats may have to supply his customers from a curtailed supply of raw grain, because he will be under license, and grain will be allotted to him according to actual needs of his established trade, as is the case with flour mills. This is true war economy, and generally recognized as necessary. There would be no advantage in tinkering with the size or character of his packages, however, and men who have sat in the councils at Washington, taking up such complex questions of war adjustment, say that the problems introduced by package regulations would merely add to the general difficulties of conservation without bringing a corresponding economy to the public or anybody else.

Washington has found genuine economy in the larger consumer package as compared with the small one, and expressed semi-official approval of such changes as the baking of bread in two-pound and three-pound loaves, as contrasted with the one-pound loaf, the larger loaves showing decided savings in labor, wrapping, handling and other cost items. This general line of development has already been discovered by food manufacturers, who are increasing the size of consumer packages so that the housewife gets more cereal or spaghetti for her money, and the retailer a lower selling cost and slightly better profit margin. As the Canadian regulation eliminates sanitary consumer packages in cereals entirely, substituting a twenty-pound trade package, reviving all the cost, waste and uncleanness that were abolished when the modern idea of package goods was developed, it seems to

be quite foreign to the spirit and method thus far followed at Washington.

About the only other war measure likely to affect packages is the tin shortage, which is admittedly serious, and likely to call for marked changes in forms of packing within the next few months, when tin-plate must be conserved for canned goods and other foods that cannot be packed without it. Good business foresight suggests that each manufacturer who can substitute fibre or other materials for tin, and perhaps glass, look into this question now, and prepare for any possible emergency, which may develop suddenly during the next few months. Even here, however, there seems to be little likelihood of the size of packages being affected by official fiat, and with respect to cereals this possible change of package materials involves few manufacturers, as hardly any goods of that class are packed in tin or glass—they are already using fibre, pasteboard and substitute materials.

Advertises a New Canadian Industry

The Wm. Cane & Sons Company, Ltd., Newmarket, Ont., lead pencil manufacturer, is placing an initial advertising campaign for its pencils in a selected list of Canadian newspapers and periodicals. The campaign is being handled by F. Albany Rowlett, Ltd., Toronto, advertising agency. An appeal to support this new Canadian industry will be made in the advertising.

Before the war the Canadian trade was supplied almost entirely by Austria and Germany.

"Red Book's" New Detroit Manager

Charles F. Remington has been placed in charge of the office just opened by the *Red Book* in Detroit. He has had extensive experience in the advertising field, having been associated with newspapers, newspaper representatives and general agencies.

Joins "Photoplay"

Harry R. Lasher, formerly advertising manager of the *Philadelphia Press*, has become associated with *Photoplay Magazine* in the West.

Circulation Costs



OFFICE CALLS *vs* COUNTRY HOMES

100

20

SUBSCRIPTION CANVASSERS can make 100 calls daily in an office building. In the country field, calls in 20 homes daily constitute a high average.

THE LOW COST-PER-CALL in the big cities is most attractive to publishers these days when the cost of magazine production is nearly doubled.

MANY CIRCULATIONS are built around office building calls.

WOMAN'S WORLD has more prosperous country circulation to offer than any other magazine.



Are You Worth \$3,000.00 and Expenses?

If so, write us immediately. We want a man about thirty years old to travel for us, securing and presenting to prospects, merchandising data showing undeveloped retail sales possibilities of a standard building material.

Prefer one with at least partial college training, Christian, unmarried, good habits analytical mind and forceful, pleasing personality. Prefer a man with retail building material business experience but this is not essential. He should have road selling experience and some knowledge of advertising if possible.

Write in confidence giving all details of (1) education, (2) business experience since leaving school, length of employment and income received in each case, (3) reasons for desiring change, (4) examples of any advertising work done, (5) record of sales results when travelling, (6) whether you will report to New York or Chicago for personal interview. (Write on one side only — standard business stationery.)

This is a responsible position with opportunity to make a real record. Permanent connection, promotion and expansion possibilities for such a man based on his record with us. First year's work to be in the East.

C. B., Box 35, care PRINTERS' INK

Does Mr. Hoover Believe in Advertising?

THEODORE F. MACMANUS, Incorporated,
Detroit, November 8th, 1917.

Editor of PRINTERS' INK:

It is irritating to notice how often prominent men of thoughtful judgment on most subjects are careless in their statements about advertising.

It particularly makes me see red to find Hoover of all men in this category. If it weren't for publicity and advertising, Hoover's job and Hoover himself would long ago have been a joke and mockery in the minds of public opinion.

Enclosed is copy of a letter I have written to Hoover relieving my own indignation. Hoover probably never will see it, but I thought you might possibly be interested in seeing the copy.

FRANK J. MOONEY,
Theodore F. MacManus, Inc.

November 8th, 1917.

Mr. Herbert Hoover,
Food Commissioner,
Washington, D. C.

Dear Mr. Hoover:—

I quote from your report on the conditions of flour milling, in which you state that, if the cost of making and marketing a barrel of flour runs over sixty cents, "it is generally due to special circumstances, such as curtailed production, or excessive selling expenses resulting from heavy advertising."

We notice that in your food conservation propaganda that you make energetic and excellent use of advertising and publicity in all its forms. Would you say that these methods are extravagant or expensive on account of heavy advertising?

I rather think that your own good judgment has already sensed, perhaps unconsciously, that publicity is the quickest and most powerful way of influencing millions of people's thoughts into that state of mind which eventually becomes favorable public opinion.

If you had investigated advertising one-half as carefully as you have studied some other national problems, you must have realized that advertising — of the right sort — is the one insurance against curtailment of production; that by increasing the volume of good opinion towards a product it automatically increases the production and distribution of that product, at a proportionately smaller sales expense and manufacturing cost.

Manufacturers, in this day, do not need to have proven to them the fact that advertising is the swiftest and most economical method of getting distribution. They know commercial history too well to doubt it.

Unwittingly, I fear that you have bitten the hand that feeds you — and done an injustice to a worthy profession that is constantly growing in spite of much misunderstanding and ill-thought protest against its place in the sun of political economy.

Faithfully yours.

Newspaper's Disclosures of German Plots

John R. Rathom, of the Providence *Journal*, told the story of the German plots in America at a dinner of the Canadian Club in New York Monday evening. In effect, it was a story of how American newspaper reporters had time and again outwitted the costly and elaborate German secret service.

He stated that the Secret Service of the United States and the Bureau of Investigation of the Department of Justice were ridiculously undermanned. The entire sum, he said, paid by the United States to maintain these two vitally important bureaus for a year is less than the amount of money paid by Ambassador von Bernstorff per month for German Secret Service operations in the city of New York alone. The financial loss entailed by the Baltimore fire is probably four times the annual cost of both of these bureaus, he said.

The full story of the fight of his paper to uncover German plots will be told in a book soon to be published by Doubleday, Page & Co., of New York.

With Klau-Van Pietersom-Dunlap, Inc.

Charles S. Mercein, of the B. K. Burns Agency, Milwaukee, and before that with the Hall Advertising Company, of that city for three years, has joined the copy staff of Klau-Van Pietersom-Dunlap, Inc., of Milwaukee.

O. J. McClure Joins Chicago Agency

O. J. McClure, formerly advertising manager of the Mitchell Motor Car Company of Racine, Wis., has joined the Arnold Joerns Company of Chicago. He has been elected vice-president and general manager of the company.

Wooltex to Add Magazines

The H. Black Company, "Wooltex" manufacturer of Cleveland, will advertise in magazines during the coming season, in addition to large city newspapers, which have comprised, for a number of years, the mediums used in the company's general advertising.

Agency for Truxtun Unit

The Commercial Car Unit Company, Philadelphia, has placed its advertising account in the hands of the Herbert M. Morris Advertising Agency, of that city. The Commercial company makes the "Truxtun Unit."

Magazine Raises Subscription Price

MacLean's Magazine, Toronto, will increase its subscription price beginning with the January, 1918, issue to 20 cents a copy and \$2 a year.

Wanted Sales Manager

Without regard
to salary, will
employ the best
General Sales
Manager we can
find for our busi-
ness. Wire ref-
erences for imme-
diate acceptance.
Strictly confiden-
tial. :: :: ::

SKINNER MFG. CO.

Omaha, - - - Nebraska

Largest Macaroni Factory in America

The Little Schoolmaster's Classroom

MANY manufacturers have always regarded it as necessary to exercise some supervision over the advertising copy used by their distributors. There are two principal reasons for this. In the first place, it is not expected that an outside distributor would be familiar with all the ins-and-outs of a product, the house policy of its maker and all the other facts and conditions that usually determine the character of a manufacturer's advertising copy. Hence if the distributor's copy is not supervised, there is always a danger that it will be inaccurate.

In the second place, if the copy of distributors in all parts of the country was prepared without any central direction, it would lack homogeneity. It would be a medley of a hundred or more ideas, and, of course, would not have the same cumulative effect as if all the copy was closely co-ordinated.

* * *

This subject looms up with especial importance at this time. Many manufacturers are in possession of Government contracts. In many cases distributors have information about these contracts. It is possible that, quite innocently, they may refer to them in their advertising and thus disclose military secrets or other information that would be of value to the enemy.

That this whole matter is important is evidenced by an advertisement which the Schoolmaster saw the other day in one of the Philadelphia papers. It was signed by the Gramm-Bernstein Motor Truck Co., of Lima, Ohio, and appeared under the caption, "A Correction." Here it is:

"In your issue of October 10, 1917, there appeared an advertisement of Gramm-Bernstein motor trucks by our distributors, the L. E. Watson Company, of your city. In this advertisement a cut of the new Standardized Military

Truck was shown without our authority and certain statements made which were inadvertently taken from newspapers whose information was incorrect and unauthorized.

"We wish to inform your readers of this error in justice to army officers of the Transport Division and the engineers of the different parts companies whose unselfish and untiring efforts combine to make it possible for so successful an army truck to be constructed, and also to place ourselves correctly before our competitors."

* * *

Whatever aids the efficiency of the retail distributor reacts ultimately to the benefit of the manufacturer who sells through that channel, of course; which is the reason why the Schoolmaster is watching interestedly the efforts of retailers to find new and better ways of handling their goods so as to reduce overhead and increase sales. Just at present one of the most significant movements in the department store field in our larger cities is the increasing application of mail-order methods. The work of A. A. Vantine & Co., of New York, described recently in *PRINTERS' INK*, is fairly typical of the sort of work which is being done. It is getting to be a not uncommon thing for a store to issue an expensive mail-order catalogue and of late several such stores have branched out into national advertising featuring some specially attractive offer, usually in the field of women's apparel, using this as a leader to get their catalogues into the hands of the housewife. John Wanamaker, New York, is one of the stores which is showing much activity along this line at present. It is interesting to note, however, that the Wanamaker sales plan does not permit patrons within the immediate selling radius of the store to use the catalogue.



DODGE BROTHERS
MOTOR CARS

The Value of a Standardized Sign

A standardized sign above your dealer's door—a sign that is the same the world over—do you realize its advertising possibilities? Many of the large advertisers realize it and they have standardized on Flexlumes.

Any trade-mark or distinctive style of lettering can be perfectly reproduced in the Flexlume characters of raised white glass.

Such a sign gives maximum display all of the twenty-four hours, for Flexlumes are not only electric signs but day signs as well. Their raised white letters standing out from a dark background is a combination which cannot be missed. By night they have greater reading distance than other signs by reason of the clear-cut, unbroken outline of each character.

Shrewd buyers like the Western Union Telegraph Company have standardized on Flexlumes after looking into the cost and advantages of all signs, so they must be good value.

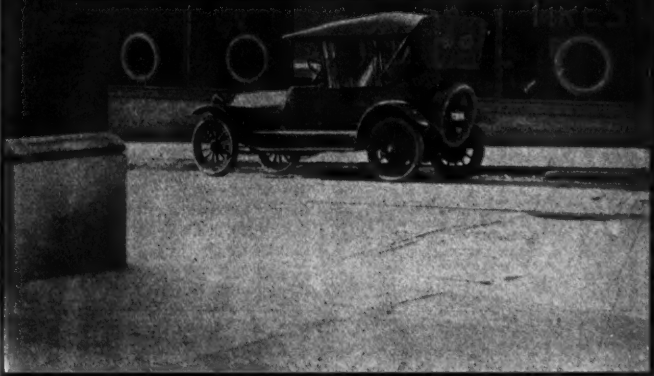
If they were not effective such organizations as the Standard Oil Company, United Cigar Stores, and the Hood Tire Company would not use them in quantities.

There is a Flexlume design on which your business can standardize with profit. Just tell us something about your requirements and we will send you a sketch showing how the sign will look.

The Flexlume Sign Co., 1439 - 1446 Niagara Street
BUFFALO, N. Y.

Canadian Distributors, The Flexlume Sign Co., Ltd., St. Catharines, Ont.

Pacific Coast Distributors, Electrical Products Corporation,
941 West 16th Street, Los Angeles, Cal.



To know
—when you
know

To know
—when you
don't know

Know Your Business Better

Send for this book. It's free

It is our business to take your business problem, gather statistics, make an analysis of it and show in concrete form by means of graphic charts the results of this investigation and its influence on your net profit, overhead, gross profit, mark-up, sales, working capital and turn-over.

What is YOUR problem? Write us.

Universal Service Company

Incorporated

Statisticians and Business Analysts
506 South Dearborn St., Chicago

AMERICAN MOTORIST

**LARGEST CIRCULATION
IN MOTORING FIELD**

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 82,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription collectors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.

Member Audit Bureau of Circulations

ADVERTISING ART CO.

1269 BROADWAY, N.Y.
PHONE 3614 MADISON SQ.

**COMMERCIAL
ART WORK**

If you live in New York and write for the catalogue, you receive a polite request that you explain just what merchandise you wish to buy, and a strong suggestion that a personal visit to the store is more satisfactory; and the catalogue is not sent. This is in line with the policy of the big mail-order houses such as the National Cloak and Suit Company, also of New York, which does not sell within a radius of a number of miles of the city.

* * *

The great department stores of France, and notably of Paris, have a policy exactly the opposite. The Bon Marché, for example, publishes a catalogue of which nearly a quarter of a million copies are issued, and these are distributed, the Schoolmaster understands, almost exclusively within the city limits of Paris. Not only that, but a new catalogue is issued *every week*. It goes to every woman whose name is on the files of the store, and of course without her having requested it. These catalogues are distributed by a staff of men employed for that purpose, who cover the city systematically.

This catalogue is naturally not as pretentious as those issued by American firms two or three times a year, yet it covers quite a comprehensive sweep of merchandise (the Parisian department stores not carrying so wide a range of goods as their American counterparts do). On the first page, it is customary to list the most extraordinary bargains which are in force during the current week; and then the various departments of the store are given space in which to "put their best foot forward" very much as the American department store lists its departmental offerings in the big Sunday display advertisements in the newspapers.

The housewives are thoroughly accustomed to the catalogue idea,

"GIBBONS Knows CANADA"

and preserve their copies from week to week. Then whenever they are in need of anything for the household, it is their habit to look it up in the current booklet and see whether there is not a special offering of the goods they want. The merchandising policy of these stores is to try to secure enough of any special line of goods so that they can maintain the bargain offerings during at least one week.

It is quite possible that such a plan as this would not fit our American conditions; for one thing, the French housewife is so thrifty and economical that she will take the trouble to preserve a weekly catalogue for future reference, whereas the American woman might not want to bother with it; but it is at any rate an interesting indication of the way in which the department store is reaching out after better ways of doing business—something which, if we may believe the Commercial Economy Board, is urgently needed in the United States at the present time.

* * *

In the recent hotly contested Mayoralty campaign in New York City, the candidacy of Mayor Mitchel was by all odds supported by the best, largest and most efficient advertising campaign. Yet Mitchel was snowed under by the Tammany candidate, Judge Hylan.

22,000 guaranteed

HAVE you ever stopped to consider what a really big circulation this is in our particular field?

The buyers in every bank in the United States with deposits of \$100,000 and over read this publication every month.

Successful Banking
BENTON HARBOR, MICHIGAN

The American Photographic Dealer
30 Church St. New York

DOMINANCE: The only trade paper in its field.

CONFIDENCE: Official Organ American Photographic Dealers' Association. An unexploited field of live dealers seeking profitable regular and side lines. Would your product sell to their able-to-buy patrons? These dealers wish to know.

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

If it's Advertising TALK WITH Heegstra

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—35 E. Jackson Boulevard, Chicago

Booklets and Catalogs

Many of America's prominent advertisers, advertising agencies and others requiring high grade composition or printing, use the

Charles Francis Press

PRINTING CRAFTS BUILDING
EIGHTH AVENUE, 33rd to 34th Sts., NEW YORK CITY

"Did You Get Any PUBLICITY?" On That

"YES! All over the nation. I have a fellow in Chicago who handles all my stuff. One of the best I ever knew. Nothing but news matter. Great on pictures, too. Quick results. Try him once. You'll keep him. Ideas galore. Tell him your business. He's a press agent that gets over. Wire to-day. F. P., Box 36, Printers' Ink. They'll rewire him."

STUBBS OFFSET

PRINTING Conceptions—New Treatment—
Different Results — Surpassing
THE STUBBS CO
DETROIT

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

McCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose labels. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

McCOURT LABEL CABINET CO.

11 H. BLACK, Pres.

53 Bennett St., Bradford, Pa.

LEPAGE'S
GLUE HANDY TUBES
WILL MEND IT 10¢

Does Mitchel's defeat therefore prove that advertising is ineffectual in a political campaign?

Not at all; no more than the victory of woman's suffrage in the same election, for which cause advertising was used widely, continuously and intelligently, proves that you can *only* succeed if you advertise. While no one can say for certain, it seems probable that Mitchel's defeat would have been more smashing still if he had not advertised his cause and his principles; and the suffragists presumably might have won the vote anyhow, but by a smaller margin, if they had had no advertising campaign. Advertising, in short, is no miracle worker. It is the surest, strongest, most efficient way of appealing to the unprejudiced human mind in large masses that we know to-day; but for its success it must be accompanied by other favorable factors: the minds it reaches must be open to the logic of facts; its suggestion must be one they can easily carry out; and it must not arouse resentment by being peremptory where it should conciliate. No advertising man claims for his profession the power to breast adverse conditions and accomplish the impossible.

Speyer with J. Walter Thompson Company

George W. Speyer, for the past eight years connected with the Herbert M. Morris Agency, Philadelphia, has joined the J. Walter Thompson Company and will be associated with the Chicago office.

Quebec Dentists May Advertise

The College of Surgeon Dentists of the Province of Quebec has abolished the rule prohibiting newspaper advertising by its members.

STENOGRAPHER WANTED

Capable young woman with publishing and advertising experience, by leading New York publishing house. Apply by letter only, giving experience, age, salary, references, etc. Box 407, care Printers' Ink.

Classified Advertisements

HELP WANTED

A prominent publishing house has an opening for a capable young man to act as editor and literary advisor. Apply, with particulars concerning experience, etc., to Box 400, care Printers' Ink.

Young woman advertising solicitor wanted by leading special agency to work on weekly papers and fashion part of dailies. Permanent position to one who can make good. Salary and expenses. Address, giving salary wanted, previous experience, etc., Box 413, care Printers' Ink.

PRINTING SALESMAN

Who can earn \$10,000 per year will find first-class co-operation in a newly equipped plant with eight cylinder presses, an A-1 monotype installation and its own bindery, in Manhattan Borough. Box 412, care Printers' Ink.

CIRCULATION MANAGER

Wanted for old-established Western Canadian farm paper in Winnipeg. Must be live wire and able to develop original ideas. Splendid opportunity for right man. State age, previous experience, married or single. All inquiries treated confidentially. Address Box 396, care Printers' Ink, New York.

ARTIST—

A New York advertising agency will rent large, light room to commercial artist. Will probably give him work that will much more than pay his rent, and he can run his own business independently. Good opportunity for first-class man. Box 388, care of Printers' Ink.

WANTED

Young man, college education preferred, draft exempt, to take charge of sales promotion by mail, by large, old-established varnish house. Must have follow-up experience, ability to write sales-getting letters and folders, and general advertising aptitude. Excellent opportunity. Box 410, care Printers' Ink.

A young man of good address, college man preferred, who can sell advertising space as assistant to Advertising Manager of the highest class publication of its type in this country. Only an intelligent man, capable of convincing high-class business men, desired. Address Box 387, care of Printers' Ink.

Advertising Solicitor Wanted

Young man to solicit advertisements for a well-established trade publication. Straight salary. Address, giving age, experience and earning capacity. Box 397, care Printers' Ink.

Advertising Manager Wanted

Wanted—Advertising manager for Green's American Fruit Grower, "The National Fruit Journal of America." Must have a thorough experience on agricultural publications and have a clean record. All applications will be considered in confidence. Address American Fruit Grower Co., 329 Plymouth Court, Chicago.

A progressive Philadelphia Agency wants a seasoned copy and idea man. He must have agency experience and know how to put real punch into magazine, newspaper and folder copy, and make high-class layouts. He can best be judged by his samples, which will be promptly returned. Give full particulars in confidence, stating age and salary expected. Automobile experience desirable. Box 386, care of Printers' Ink.

The Accounting Department

of large merchandising concern needs a head. It's a man-sized job. The right man should be an accountant, statistician, systematizer and business man. He must be able to dig out figures on costs, distribution, etc. He must know how to make a report and how to anticipate the need of one. Apply by letter giving complete experience, age, salary desired, etc. Box 408, care Printers' Ink.

LEADING FIRM selling to Nationally known Manufacturers, has openings in Philadelphia, Rochester, and New York City territories for three experienced Salesmen, or could use men who have sold trade-marked line to Retailers, provided they understand Dealer's viewpoint, and have talked Service, Advertising and most of all, Dealer Helps, when selling Dealers. Orders run large amounts; remuneration correspondingly high. Practically no traveling. State experience, age, earnings, first letter. Box 403, care Printers' Ink.

ACCOUNTANT: TO REPRESENT AN ESTABLISHED CONCERN MANUFACTURING A HIGH GRADE SPECIALTY USED IN COST SYSTEMS FOR MANUFACTURING PLANTS. THIS POSITION OFFERS AN EXCELLENT OPPORTUNITY FOR A HIGH GRADE MAN THOROUGHLY EXPERIENCED IN FACTORY COST ACCOUNTING. GOOD TERRITORY UNASSIGNED. YOUR REPLIES MUST STATE FULLY YOUR PAST EXPERIENCE, PRESENT CONNECTION, AGE AND SALARY EXPECTED. BOX 391, CARE OF PRINTERS' INK.

SOLICITOR

For semi-technical monthly, established two years. One acquainted with Eastern agency personnel. Commission, drawing account. Box 409, P. I.

Classified Manager Wanted

Large city paper has opening for a young experienced classified manager. Must combine a thorough knowledge of development of the small or "transient" ads with ability as solicitor and ability to handle help. Prefer a man not over thirty now employed as classified manager in city of 200,000 or under. For such a man this position offers a promotion and an opportunity for advancement in a large organization. Give details and evidence of qualifications in first letter. Preference given to man from middle west. Address Box 390, care of Printers' Ink.

**COPY WRITER
and
LAYOUT MAN**

Wanted—a capable, industrious, resourceful copy writer and layout man. Must possess creative ability, write forceful selling copy and be able to prepare advertisements that when submitted to prospective advertisers will sell on sight. Don't call. Mail your application with samples. State salary desired.

THE ALLEN-NUGENT CO.,
1182 Broadway New York

**Assistant Advertising
Manager**

A large Middle West department store will require the services of a competent assistant advertising manager at an early date.

The successful applicant will need to be a good (not clever) writer, an expert typographer, and be capable of gradually assuming some authority.

A well-educated young man of 25 to 28, tractable, obliging, trustworthy, ambitious, "on the job"; one who has worked in the advertising department of a good store.

This is the kind of man we want.

Starting salary: \$30 to \$45, depending upon length and worth of applicant's experience; advancement assured.

Send full particulars of education and business history, age, photo, and not more than six samples of recent advertisements.

Address Box 402, Printers' Ink.

MISCELLANEOUS

IDEAS. Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM** WASHINGTON, D. C.

Widow wishes to sell Newspaper and Printing Plant. Established 1882. Good labor market. 50 miles from New York on main line P. R. R. and C. & N. Y. Price \$20,000. Half mortgage. D, Box 398, Printers' Ink.

12¢ a Sheet Posts R. I.
PANELLED & PILLARED BOARDS LISTED GUARANTEED SHOWING
ADDRESS UNION TRUST BLDG. PROVIDENCE R. I.
Standish-Barnes Co.

West Africa must patronize you if you patronize

West African Advertising Agency

We accept contracts for disseminating every description of advertisement, including the insertion of BLOCKS, etc., distribution of CATALOGS, PAMPHLETS, CIRCULARS, etc., posting of POSTERS & BILLS throughout the British West African Colonies and the Liberian Republic. Address Head Office: Freetown, Sierra Leone. Write NOW.

4000 Daily Changes—a appalling number of business changes make new lists compiled from latest sources vitally important. Assure best lists by having your lists compiled to order by us. Lists based on intelligent analysis of business—means more business—means economy. Reasons why in Buckley-Dement List Catalog—sent free. Shows why lists vitally important to best direct advertising returns—ways to use lists to stimulate business.

New List Catalog—Free!

Write for Buckley-Dement List Catalog. Lists 3000 lines of business with price of each—gives State Counts for planning campaigns, valuable information you want and need—with colored map of U. S. Sent free—write on your letterhead. Buckley, Dement & Co., 605 S. Clark, Chicago.

Opportunity

American export house, headquarters New York, with live sales organization, including technical engineering department, wishes to form connection as sales representative covering Eastern U. S. territory in whole or part with one or two manufacturing concerns producing articles of real merit; war conditions in respect to Russia present this opportunity to secure service of live selling organization. Address Export House, Room 514, World Building, New York City.

POSITIONS WANTED

If you have passed the "ginger," "punch" and "clever" stages and want a sane and sensible catalogue or booklet prepared, I have time to handle some of such work. Box 401, care Printers' Ink.

I want to concentrate with one concern. Am doing successful work for five firms: Writing editorials, Special articles, Advertising copy, Syndicate and Promotion Work and Making up a Magazine. Samples and details by applying to Box 392, care Printers' Ink.

I WANT A JOB

I have managed the advertising of two manufacturers and handled accounts for two agencies. I am a copy writer—backed by real sales experience, energy, good health and a college education. Box 406, care Printers' Ink.

GENERAL MANAGER

Tactful, energetic executive, experienced buying, selling, advertising collections, manufacturing, office management; American, 36; can produce results. \$3500 to start. Box 399, Printers' Ink.

Advertising Solicitor and manager, long experience, successful record, favorably acquainted throughout Eastern territory and West, seeks opening on general or class publication. Self-initiative, energy and determination to produce. Best credentials. Letters confidential. Box 404, Printers' Ink.

Agency Man

ELEVEN YEARS' EXPERIENCE. Knows rates, mediums and how to render service to clients. Excellent correspondent, auditor and office manager. Christian, 31, and married. Salary, \$50. At present employed, but seeks bigger opportunity. Box 394, Printers' Ink.

EXPORT manufacturers' representative, now selling hardware specialties and tools regularly to over 100 export firms, with thorough knowledge of the business and confidence of buyers, wants exclusive control of few additional lines. Compensation in commission on increase of business. Address, Export, P. O. Box 109, New York City.

Would like interview with

Agency or Publisher

Practical experience; five years with Agency in charge of all detail and manufacturing on large accounts. Know Engraving, Electrotyping, Paper, etc. Expert on Composition. At present employed. Good appearance. Highest references. Married. Age 31. Box 405, care Printers' Ink.

AMBITIOUS CUB

Some copy experience, wants position to learn publicity business. Excellent references. Salary no issue. H. W. S., 202 Rodney St., Brooklyn, N. Y.

ADVERTISING ASSISTANT. Young man, 21; exempt; well educated; ambitious; sound judgment; wants position with agency or advertiser. Knows engravings, electros and layouts. Practical printing and some advertising experience. Can manage details and correspondence. I. C. S. and Y. M. C. A. advertising student. Box 411, P. I.

Asst. Sales or Advertising Manager

Aggressive young man, draft exempt. My experience has given me an unusual training for a position as assistant sales or advertising manager. Four years in the sales department of a large New York manufacturing organization, now advertising manager. Thoroughly familiar with detail of sales promotion and supervision. I. C. S. student. If you can use such a man why not let me explain my qualifications in detail. Box 395.

There Must Be An Agency

whose heads are overburdened by the pressure of existing business and which therefore has a sizeable place for a man who can free part of their time and do some building as well. An agency executive of experience in directing established accounts and developing new ones, a man of proven ability to start things and get them finished, now in a similar capacity and doing work that is considered good, is seeking a new connection because of present restrictions. Box 393, Printers' Ink.

ADVERTISING MANAGER

Widely and favorably known. Eight years' intensive experience, planning and executing numerous successful national campaigns. Six years with \$100,000,000 food product corp. Two years adv'g. and sales director for large textile corp. Shrewd purchaser. Forceful correspondent. Practised in research work. Systematic. Highly recommended by men or companies you know. Editorial and feature articles concerning my work, written and published by foremost business magazines. Present employed. Young and married. Neither too old in experience to unlearn practices that will not fit in with your policies, nor too young to get and hold the confidence of my superiors. Not a copy writer, but a copybuilder. Draft exempt. Now earning \$3,500. Will consider less where the opportunity to earn more is assured. Complete business history and specimens will be submitted if requested. Not a wanderer. Available now or when wanted. Box 389, P. I.

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ALEXANDER DANA NOYES

as Financial Editor of SCRIBNER'S

will continue to contribute his monthly articles in "The Financial World."

Mr. Noyes is considered the leading financial writer, and his articles during the coming year will be particularly important because of the abnormal economic conditions resulting from the war.

Invest in SCRIBNER'S, the best-balanced magazine in America, to reach the men who have the final say-so.



October and The Hub

The Hub, the largest users of advertising in Chicago newspapers for Men's Clothing, in October used more advertising in The Chicago Tribune than in any other Chicago paper.

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)